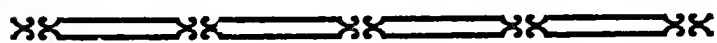


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Do not assume content reflects current scientific knowledge, policies, or practices.

6211
SONGS

1936 SPRING GARDEN BOOK



GLADIOLUS

Mildred Louise

Large and Lovely

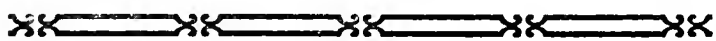
MILDRED LOUISE is one of the largest, loveliest and best behaved Glads to date.

SURPRISINGLY EARLY, too, for such a large flowered type.

ITS EXQUISITE COLOR is pure, deep salmon-pink, tipped strawberry-pink. Soft yellow throat.

SEE GLADIOLUS PAGES for more detailed description, also prices of all size bulbs in small and large lots.

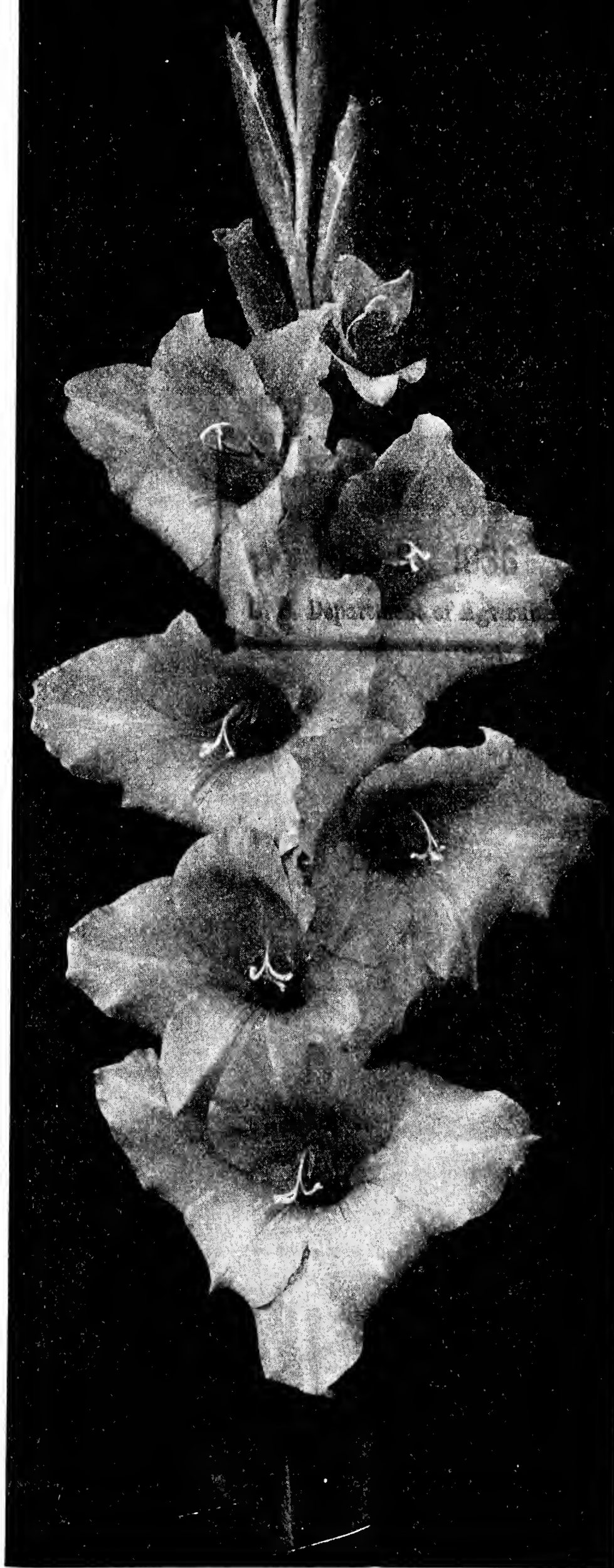
SPECIAL OFFER. 7 Mildred Louise bulbs, mixed sizes, some small, but all will bloom, for 60c, prepaid in U. S. A.



THE J. D. LONG
SEED COMPANY

BOULDER, COLORADO

*** U. S. A. ***



MILDRED LOUISE BULBS, PREPAID

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Each	\$ 0.25	\$ 0.20	\$ 0.15	\$0.12	\$0.10	...
Ten	2.00	1.60	1.20	1.00	.80	\$0.60
100	16.00	12.00	10.00	8.00	6.00	5.00

Dazzling

All sizes from Mastodon to Miniature.

All Zinnias on these two pages at same packet prices: Pkt. 10c; 3 pkts. 25c; 7 pkts. 50c; 15 pkts. \$1.00; ounce prices note below.



"Fantasy" Zinnias—Chrysanthemum-Flowered

Ounce Prices

	¼ oz.	½ oz.	1 oz.
Dahlia-Flowered	\$0.30	\$0.50	\$0.90
Mammoth30	.50	.90
Mastodon Mixed.....	.25	.40	.75
Lilliput30	.50	.90
Early Wonder.....	.40	.70	1.25
"Tom Thumb".....	.35	.60	1.00
"Fantasy"60	1.00	1.80
Scabiosa-Flowered70	1.25	2.00
Mexicana35	.60	1.00

LONG'S Dahlia-Flowered Zinnias

Canary Bird. Z1. Immense primrose.
Crimson Monarch. Z2. Gigantic, largest of the red shades.
Dream. Z3. A fine deep lavender, turning to purple.
Exquisite. Z4. Light rose, center a deeper rose. Immense.
Golden State. Z5. Rich orange-yellow.
Lemon Beauty. Z6. Immense golden-yellow on brown.
Polar Bear. Z7. Pure white. Very large.
Purple Prince. Z8. Rhodanthe purple, large, well formed.
Scarlet Flame. Z9. Large, bright scarlet, orange blending.
Dahlia-Flowered Mixed. Z10. Above, mixed.

LONG'S Mammoth Zinnias

(Also Called California Giants)

Brightness. Z20. Bright pink, lovely.
Lavender Gem. Z21. Deep lavender.
Orange Queen. Z22. Rich golden orange.
Purity. Z23. Best and biggest white.
Salmon Queen. Z24. Salmon-rose. Unusual.
Scarlet Glow. Z25. Glowing deep scarlet.
Violet Queen. Z26. Deep purple.
Mammoth Mixed. Z27. Above colors, mixed.

Mastodon Mixed Zinnias for 1936

"All-in-One." Z30. Mixture of my gigantic Dahlia-Flowered and Mammoth in giant size and rare colors. Marvelous mixture. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

Early Wonder Zinnia (Extra Early)

Z50. Exceedingly EARLY, double, long stems. Color, fiery salmon cerise-pink. Pkt. 10c.

New Zinnia "Fantasy" Chrysanthemum-Flowered

Fantasy is the most fascinating new Zinnia type introduced to the flower world in many years.

The very informal, shaggy appearing flowers are graceful and interesting, quite distinct from the stiff, formal Zinnias to which we are accustomed.

The rounded medium sized flowers are composed of a mass of shaggy ray-like petals which give a delicate and refined appearance, large enough to satisfy the desire for mass of color, yet small enough to lend themselves gracefully to flower arrangement.

The color range includes the brightest shades of reds, yellow and orange, as well as the popular pastel pinks and cream. Mixed colors. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00; oz. \$1.80.



Mexicana Zinnias

Delightful small double and semi-double flowers, mixed colors from yellow to mahogany-red, many being two-toned. Plants about 9 inches tall. Very free flowering. Altogether different from other Zinnias.

Fine for bedding and for bouquets in small vases and bowls. Pkt. 10c; ¼ oz. 35c.

Zinnias

All Zinnias on these two pages at same packet prices: Pkt. 10c; 3 pkts. 25c; 7 pkts. 50c; 15 pkts. \$1.00; for ounce prices see page 2.

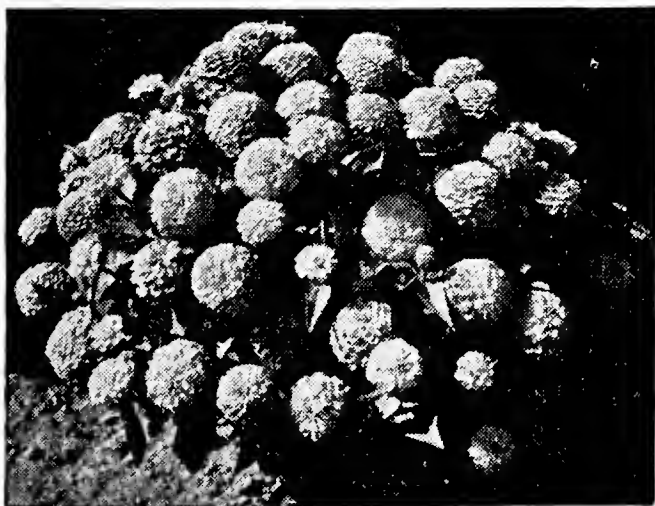
You pick them out yourself.

Scabiosa-Flowered Zinnias

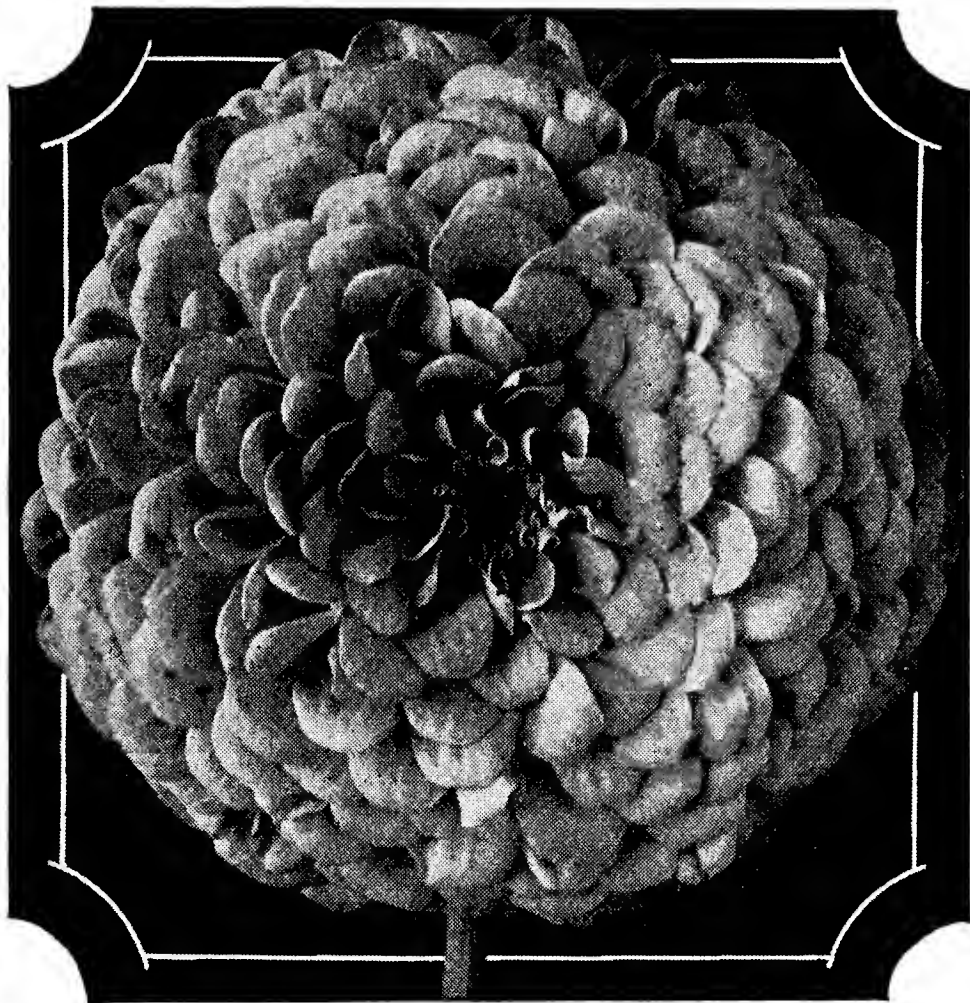


Plants bearing numerous medium sized flowers, remarkably resembling the annual Scabiosa. Colors include crimson, scarlet, orange, yellow, pink and white in mixture only.

Tom Thumb Zinnias



Plants 4 to 6 inches high, compact, covered with well-formed flowers of the Lilliput type. Excellent for small beds, borders, and also for pots. Many pleasing colors, mixed. Pkt. 10c. ¼ oz. 35c; ½ oz. 60c; oz. \$1.00.



Mastodon Zinnia

Improved Lilliput, Pompon or Baby Zinnias



These are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical on strong-stemmed plants.

Canary Yellow. Z40. Fine for cutting.
Red Riding Hood. Z41. Bright scarlet.
Salmon-Rose. Z42. Loveliest of Lilliputs.
Rosebud. Z43. (New) Bodger's rose-pink.
White Gem. Z44. Best white Lilliput.
Mixed Lilliputs. Z45. Above, mixed.

ZINNIA NOTES: Dahlia-Flowered and Giants of California are both IMMENSE. Something alike, but different. G. of C. the taller. Tom Thumb smaller than Lilliput.

What This Country Needs is a Good Five Cent Packet of SPENCER SWEET PEA SEED!

Just Look Who's Here!

Your choice of any these 15 well-known named varieties of true Spencer Sweet Peas at: **Packet 5c; ounce 20c.**

"Here They Are"

BUTTERCUP. SP3. Primrose.
COUNTESS SPENCER. SP6. The original Spencer. Pink.
ELFRIDA PIERSON. SP9. Shell pink, tinted salmon.
GEO. SHAWYER. SP10. Giant salmon-rose.
HERCULES. SP13. Rosy pink.
KING EDWARD. SP14. Red.
KING WHITE. SP15. White.
LORD NELSON. SP17. Navy blue.
MRS. HITCHCOCK. SP16. Light pink, flushed salmon on cream.
NUBIAN. SP23. Deep maroon.
ORCHID. SP24. Lavender.
ROSABELLE. SP27. Light rose.
ROYAL PURPLE. SP28. Purple.
ROYAL SCOT. SP29. True scarlet.
TANGERINE. SP30. Orange.
YOUTH. SP35. White, edged pink.
SPENCERS. Good Mixed. Pkt. 5c; oz. 20c; ¼ lb. 50c; ½ lb. 85c; lb. \$1.50.

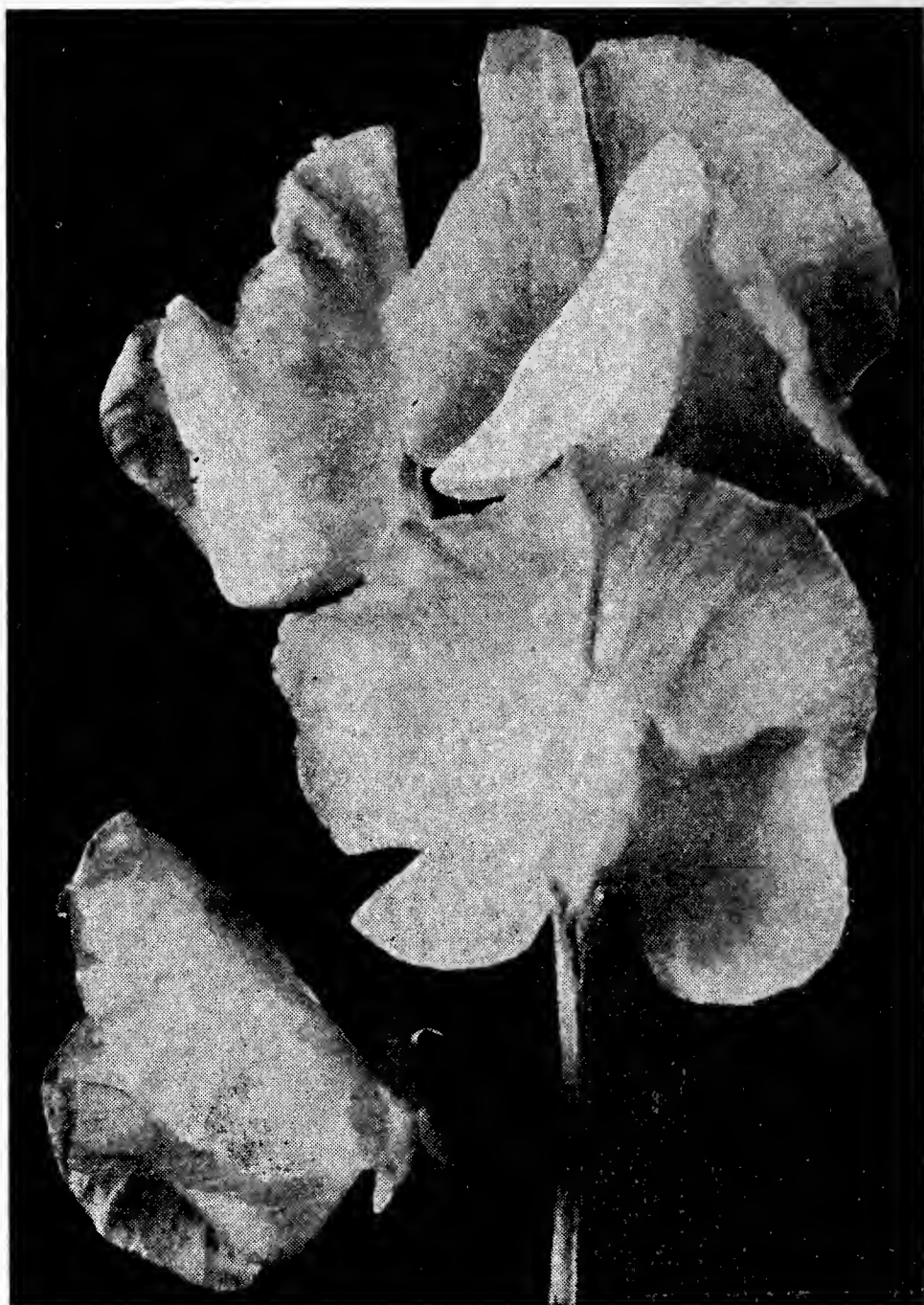
LONG'S

"Early Bird" Spencers

These "Early Bird" Spencers will s'prise you some morning by showing color much sooner than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

(Half ounce at ounce rate.)
 (Any 3 packets, 25c.)

AMETHYST. SP80. Rich royal purple. Pkt. 10c; oz. 40c.
AVIATOR. SP82. Dazzling crimson-scarlet. Pkt. 10c; oz. 40c.
GLITTERS. SP83. Combination of bright fiery orange and deep orange. Pkt. 10c; oz. 40c.
LAVENDER KING. SP84. Lovely true lavender throughout. Pkt. 10c; oz. 40c.
ROSE QUEEN. SP85. Pleasing shade of rich pink with suffusion of rose. Pkt. 10c; oz. 40c.
SNOWSTORM. SP88. (Improved.) The largest and finest extra early White Spencer. Pkt. 10c; oz. 40c.
ZVOLANEK'S ROSE. SP89. Giant rose-pink. Considered by most florists as best deep pink. Pkt. 10c; oz. 40c.
"EARLY BIRD" MIXTURE. SP90. A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.



"Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 75c.

From my best Spencers, priced at 10 and 15 cents a packet, I'm going to select eleven that will cover a wide range of most pleasing colors and types (including some of the Giant Ruffled kinds), and for "good measure" throw in a packet of "Early Bird Mixed," all for 75 cents, prepaid.

Just say, "Lovely 'Leven, for 75c."

Larger lot "Lovely 'Leven." For \$1.60 I'll send you a half ounce each of these 'leven Spencers, my selection, with half ounce "Early Bird Mixed" extra, for good luck.

"33-in-1" Spencer Mixture

SP41. You might not get all 33 kinds in a 10-cent packet—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; ¼ lb. 75c; ½ lb. \$1.40; lb. \$2.50.

CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.

PERENNIAL PEAS (Lathyrus Latifolius)
SP60 White. **SP61** Pink. **SP62** Red. **SP63** mixed. Pkt. 10c; any color or mixed.

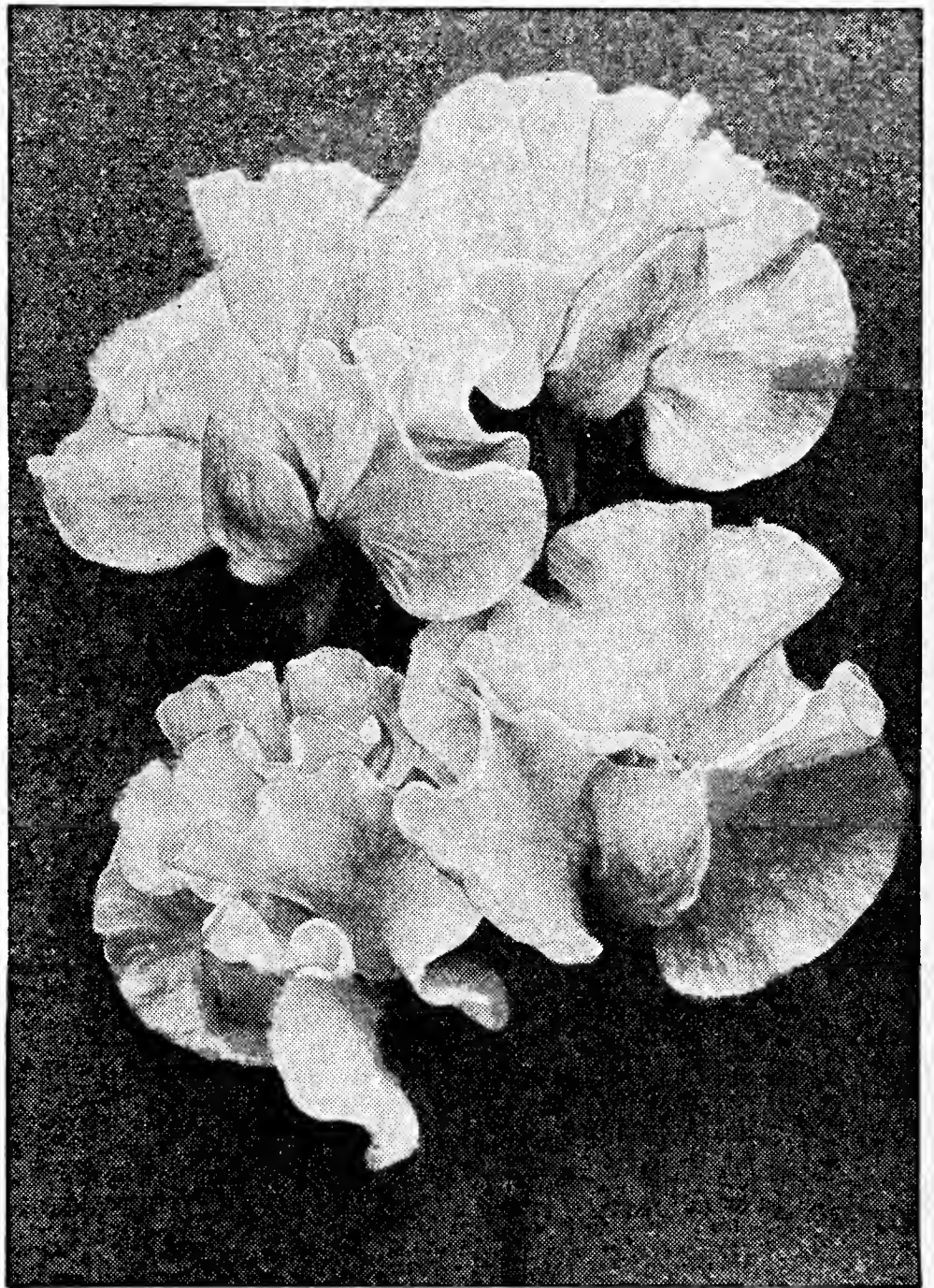
Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled.

Any Three 10c Pkts. 25c.
Any Two 15c Pkts. 25c.

Half Ounce for $\frac{1}{2}$ Price of Ounce.

- AUSTIN FREDERICK. SP0.** The best lavender. Pkt. 10c; oz. 25c.
- BONNY BRIAR. SP1 $\frac{1}{2}$.** A sparkling rose-pink of immense size. Pkt. 10c; oz. 30c.
- CONSTANCE HINTON. SP5.** Exhibition White Spencer. Black seeded. Pkt. 10c; oz. 25c.
- DEFIANCE. SP8.** Very large orange-scarlet, absolutely sunproof. often four large blooms. Pkt. 10c; oz. 30c.
- HAWLMARK PINK. SP11.** Rich, bright, rose-pink, flushed salmon. Pkt. 10c; oz. 25c.
- HEAVENLY BLUE. SP12.** Brilliant delphinium-blue. Pkt. 10c; oz. 25c.
- HEBE. SP12 $\frac{1}{2}$.** Very large, clear rich pink. Pkt. 10c; oz. 30c.
- MARY PICKFORD. SP19.** Cream-pink, suffused salmon. Pkt. 10c; oz. 25c.
- MARGARET ATLEE. SP20.** (Improved.) Large glowing pink, suffused salmon. Pkt. 10c; oz. 25c.
- MISS CALIFORNIA. SP26.** Salmon cream-pink. Pkt. 10c; oz. 30c.
- REDBOY. SP26 $\frac{1}{2}$.** Rich deep crimson. Pkt. 10c; oz. 30c.
- ROSIE. SP27 $\frac{1}{2}$.** Large, rich rose-pink. Pkt. 10c; oz. 30c.
- THE CARDINAL. SP31.** Poppy-scarlet. Pkt. 10c; oz. 25c.
- WHAT JOY. SP32.** A new primrose shade. Pkt. 10c; oz. 30c.
- WINNIE MORSE. SP34.** Cream, flushed rose-pink. Delightfully frilled. Pkt. 10c; oz. 30c.



Burpee's New Ruffled White (See Below)

A New Color in Giant Spencer Sweet Peas

LADY MACBETH. A New and distinct color of strong character. A dazzling Spinel Red with golden salmon shadings which makes this variety outstanding.

The National Sweet Pea Society listed Lady Macbeth as a new color in their trials of 1933.

The flower is massive with a beautifully waved standard, nicely spread wings and a bold keel, all having the same attractive new color, with not the slightest trace of sunburn.

Lady Macbeth is a strong, vigorous grower producing stems of unusual length which carry four mammoth flowers. Pkt. 15c; $\frac{1}{2}$ oz. 30c; oz. 60c.

Giant Ruffled Sweet Peas—Exquisitely Frilled

This new type, developed by Burpee, is a great advancement in frilliness or ruffling of the petals, often giving the blossoms the appearance of being double.

FLUFFY RUFFLES. SP91. Dainty cream-pink. Lovely four-flowered sprays with blooms wonderfully frilled and ruffled. Pkt. 10c; oz. 30c.

LADY RUFFLES. SP92. Exquisite soft pink on white ground. Received Scottish National Sweet Pea Society Gold Medal. Pkt. 15c; oz. 50c.

RUFFLED BEAUTY. SP93. Cream-pink with a sheen of bright lilac that gives an unusually charming effect of silvery pink on amber. Pkt. 10c; oz. 40c.

RUFFLED CARMINE. SP94. A bright lovely carmine-rose. Wonderfully frilled and ruffled. Long stems. Pkt. 15c; oz. 50c.

RUFFLED ORCHID. SP95. Lavender-rose with pastel-mauve sheen. Pkt. 15c. oz. 40c.

RUFFLED PRIMROSE. SP96. The new ruffled black-seeded cream or primrose of unrivaled superiority. Pkt. 15c; oz. 60c.

RUFFLED ROSE. SP97. Perfectly exquisite is this variety, with its ruffled blooms and its soft, rich rose color. Pkt. 15c; oz. 40c.

RUFFLED WHITE. SP98. A wonderful new ruffled white-seeded white mostly with duplex and triplex standards. Often bears five blooms to stem. Pkt. 20c; oz. 70c.

RUFFLED COLLECTION. One Pkt. each Nos. 91 to 98 (value \$1.15) for 80c, prepaid.

GIANT RUFFLED MIXED. SP100. Many colors, with extra frilled duplexed blooms. Pkt. 15c; oz. 40c; $\frac{1}{4}$ lb. \$1.00.

Gladiolus Bulbs FOR WINTER AND SPRING DELIVERY

☞ Kinds, Sizes and Prices in This Catalogue Cancel All Former Listings or Offers ☞

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1 1/4 inches up, mixed sizes. This size is designated by the letter "L".

MEDIUM BULBS measure 3/4 inch to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by the letter "M".

SMALL BULBS are designated by the letter "S". They will average nearly half-inch in diameter. **Not sold as blooming sizes.**

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters L, M or S.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but some will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. **Large** and **Medium** bulbs best for blooms.

Prices, Terms, Delivery

I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted.) If Glad order less than \$1.00, please add 15c toward packing and shipping cost.

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or 1/4 cash with order, balance C. O. D. Or send 1/4 with order, and balance any time before we are ready to ship.

DELIVERY: (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be **SURE** to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

All Glad prices are prepaid to you **EXCEPT** lists plainly marked **F. O. B. Boulder**. You pay transportation if ordered at F. O. B. rates.

Second Choice, Please Sooner or later some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send **another size**. Or, if you wish, say we may send something **good**, our selection, from kinds we have yet in good supply.

How to Send Money

I prefer P. O. Money Orders but accept checks. Banks now charge us collection fee on checks, so please avoid, if convenient to you, sending checks for small amounts. For small amounts, stamps, coin or currency usually safe if sent in our strong return envelopes. Everything considered Money Orders best for us, and less risk for you.

If You Pay Transportation

As noted above, and elsewhere in the following pages, I prepay all but wholesale lots.

BUT, many customers have been much pleased with my special proposition in the past.

If the customer pays express on Glads priced prepaid I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order, or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**"

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. **We keep no postage accounts.** Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

We ship bulbs all winter. Prefer to ship soon as order is received, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

"Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to **thrips**. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. "You'll be surprised."

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and "Gossip" is yours. Otherwise, 10c, please.

LONG'S Long Count

Your GLAD orders will be filled liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. **The larger the order, the more liberal the overcount.**

Choice Named ^{VARIETIES} OF ^{OF} Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

These Prices Prepaid
Bulbs Plainly Labeled

Acadia (Palmer). Geranium-pink. Large. Lovely. (L. 20c) (M. 2—25c).

Aflame (H.) Giant begonia-rose. (L. 2—12c; 10—50c) (M. 10—30c).

Aida (Pf.) Rich, deep violet-blue. Large, tall, straight, strong grower. Very early. (L. 2—12c; 10—50c) (M. 10—30c).

Albatross (Pf.) Large pure white. (L. each 10c; 10—70c) (M. 2—10c; 10—40c).

Amador (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—60c).

Apricot Glow (Palmer.) As named. (L. 2—10c; 10—40c) (M. 10—20c).

Arabella (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. (L. Each, \$2.00) (M. \$1.25).

Atherton (Fletcher.) Clear medium yellow. A soft glow of pink lights up the throat. Large star-shaped florets, firm substance. Not a bit floppy. (L. Each, 40c; 10—\$3.20) (M. 30c; 10—\$2.40).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—20c).

Beat All (Europe.) Large rose-salmon. (L. 25c) (M. 15c).

Berty Snow (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c).

Betsy Bob-Up (Canine.) Sport from Betty Nuthall. Similar in every way except color, which is prim-rose yellow, deeper yellow throat with carmine markings. Outside of petals flushed pink. Large bulbs only this season. Each, \$1.00; 5 for \$4.20.

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 2—25c; 10—\$1.00) (M. 2—12c; 10—50c).

Betty Co-Ed (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 10—25c).

Betty Nuthall (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 10—30c) (S. 10—15c).

Bill Sowden (Fallu.) Very large deep red. Favorite Australian Glad. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

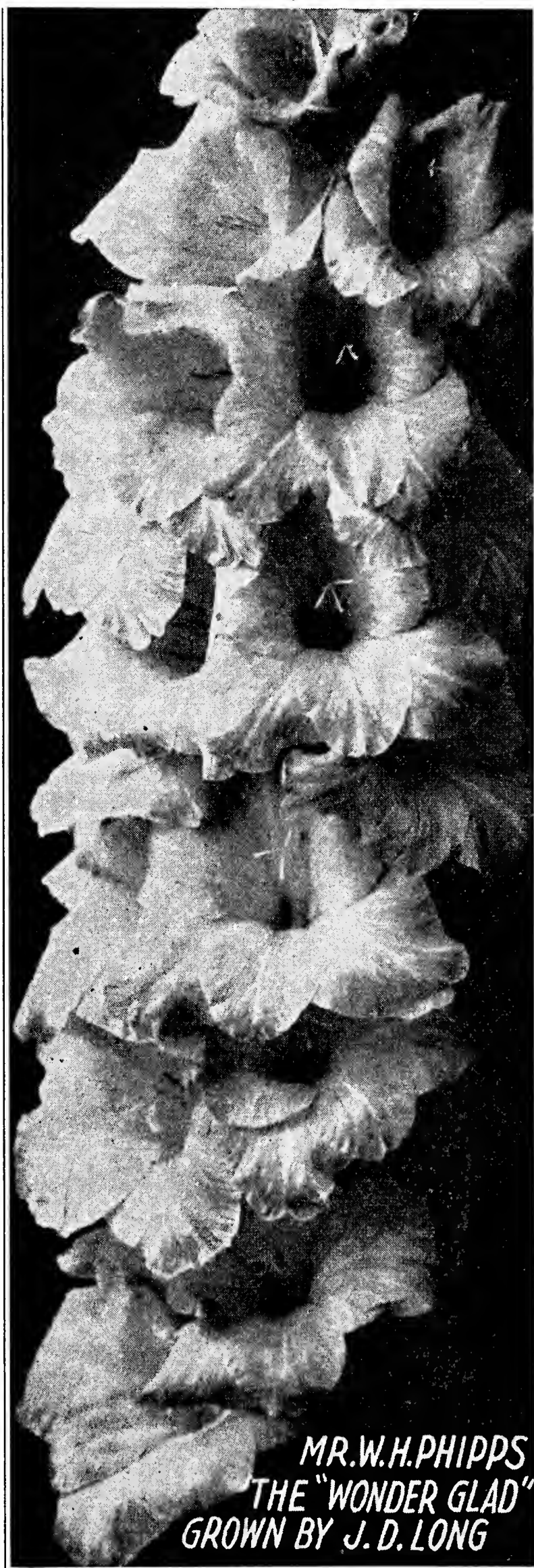
Blue Admiral (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Healthy in field and good keeper in storage. (L. Each, 60c) (M. 35c).

Blue Danube (Pf.) Amethyst-blue with darker throat. (L. 2—15c; 10—70c) (M. 2—10c; 10—40c).

Blue Triumphator (Pf.) Largest of the near blues. (L. 2—15c; 10—70c) (M. 2—10c; 10—40c).

Champlain (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. each 60c) (M. each 40c) (S. each 25c).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 10—25c).



MR. W. H. PHIPPS
THE "WONDER GLAD"
GROWN BY J. D. LONG

Charles Lindbergh (Prestgard.) Pink with light throat. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

Christabel (Mitsch.) Shrimp pink with cream throat. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.60).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—20c).

Coronado (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 10—30c).

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. (L. each 20c) (M. 10c).

Coryphee (Pf.) Soft pink with white throat. Large blooms. (L. 2—12c; 10—50c) (M. 10—25c).

D. A. Hay (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. Each, \$1.00) (M. 60c).

Damascus (Stevens.) Deep rose-purple, overcast blue, red blotch. One of the most popular smokies. (L. 10c; 10—60c) (M. 2—10c; 10—40c).

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. (L. each 20c) (M. each 10c).

Dr. F. E. Bennett (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Durr (Pf.) New white, cream throat. Early. (L. 20c) (M. 10c).

Dr. Moody (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c).

Duna (Palmer.) Soft light pinky buff. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

Early Dawn (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 20c; 10—\$1.60) (M. 2—25c; 10—\$1.00) (S. 10—50c).

Early Sunrise (Vel.) Large, tall, deep salmon. Early. (Color varies.) (L. 2—14c; 10—60c) (M. 10—30c).

Edith Robson (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 10c; 10—70c).

Emile Aubrun (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c) (M. 10—40c).

Fata Morgana (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and very early. (L. 2—15c; 10—60c) (M. 10—30c).

Gate of Heaven (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. each 25c; 10—\$2.00) (M. each 15c; 10—\$1.20) (S. 10c; 10—80c).

Giant Nymph (Coleman.) Pink with creamy throat. Tall, large. (L. 2—12c; 10—50c) (M. 10—25c).

Gloriana (Betscher.) Salmon pink. (L. 2—12c; 10—50c) (M. 10—25c).

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Golden Dream (Groff.) Tall deep yellow. (L. 2—10c; 10—40c) (M. 10—20c).

Gold Eagle (Mrs. Austin.) Extra early yellow of medium size. Makes good spikes even from small bulbs or large bulblets. (L. 2—12c; 10—50c) (M. 10—25c).

Golden Goddess (Salbach.) New large yellow. Patented. Large bulb, \$2.50.

Gold Mine (Briggs.) Large, yellow, similar to Golden Measure. Better. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Graf Zeppelin (Pf.) Brilliant red. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c).

Helen Wills (Salbach.) Clear large white, shading to soft cream on lower petals. Tall, vigorous, straight spike, lovely blooms of remarkable keeping qualities, well placed. (L. 2—14c; 10—60c) (M. 10—30c).

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. each 75c) (M. 50c).

Heritage (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 80c; 10—\$6.50) (M. 70c; 10—\$5.50) (Blts. 2—25c; 10—\$1.00).

Inspiration (Palmer.) Deep shrimp-pink. Fluted form blooms. (L. 20c; 10—\$1.60) (M. 12c; 10—80c).

Jane Addams (Dec.) Very large lavender. (L. 2—15c; 10—60c) (M. 10—40c).

Janet (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—28c) (S. 10—16c).

Johann Strauss (Pf.) Salmon-pink to peach-red, with yellow throat. (L. Each, \$1.75) (M. \$1.25).

J. S. Bach (Pf.) Immense salmon-orange. And early. (L. each 80c) (M. each 50c).

Jonkheer Van Tets (Pf.) Grand immense white. Many say the best big white, all points considered. (L. 2—25c; 10—\$1.00) (M. 2—15c; 10—60c).

Jonquil (Palmer.) Clear deep yellow without markings. (L. Each, \$1.75) (M. \$1.25).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 25c) (M. 15c) (S. 10c). (See page 16.)

Lady Eaton (Palmer.) Soft venetian pink, with nearly white throat. (L. each 80c) (M. 50c).

La Paloma (Dusinberre.) Vivid orange. (L. 10c; 10—60c) (M. 10—30c). (One of the earliest.)

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. Early. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Linalee (D.) Large rich pink, apparently a Phipps seedling. (L. 2—25c; 10—\$1.00) (M. 10c; 10—60c).

Lindesta (Palmer.) Salmon-rose with cream throat. Tall spike, large blooms well placed. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 20 for 25c).

Longfellow (Prestgard.) Fine water-melon pink. Straight stiff spike. (L. 2—14c; 10—60c) (M. 10—30c).

Loyalty (Austin.) Very clear yellow of good size. Sturdy grower, (L. 10c; 10—60c; 100—\$4.80) (M. 10—40c; 100—\$3.20).

Ludwig Beethoven (Pf.) Smoky mauve. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Maid of Orleans (Pf.) Large lovely cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 12c; 10—90c) (M. 2—15c; 10—60c) (S. 10—40c).

Makenu (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfitzer's Triumph in color. Does not burn in sun. (L. Each, \$2.50).

Mammoth White (U. B.) Immense white. (L. 2—14c; 10—60c) (M. 10—30c).

Marjorie Morrill (Jacobs.) Creamy pink. Basket of Marjorie won blue ribbon at New England Glad Show, 1934. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Maunga (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, \$4.00).

Mildred Louise (Wentworth.) Marvelous strawberry pink. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—15c; 10—60c).

Milford (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. Very large, 9 open. Spike and placement good. (L. Each, \$1.50) (M. \$1.00).

Minuet (J. C.) Large lavender. (L. 2—14c; 10—60c) (M. 10—30c).

Miss Des Moines (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Miss Greeley (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 2—16c; 10—66c) (M. 2—10c; 10—44c) (S. 3—10c; 10—28c). (Bulblets withdrawn for propagation.)

Miss New Zealand (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. (L. Each, \$3.50) (M. \$2.75) (S. \$2.25) (Blts. 40c; 3 for \$1.00).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 10c; 10—60c) (M. 2—10c; 10—30c) (S. 10—16c).

Mrs. E. A. Rides (New Zealand.) Large blue lavender with reddish center. Eight large florets open. Spike sometimes crooked. Milford much better. (L. Each, \$1.80) (M. \$1.00).

Mrs. Leon Douglas (K.) Begonia-rose. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. P. W. Sisson (J. C.) Lovely cameo pink. Many large blooms open at one time. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. Ray Chase (Miller.) Large creamy white, sometimes tinted or suffused pink. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La France pink. (L. 2—12c; 10—50c) (M. 10—25c).

Orange Wonder (Kemp.) Not a prim but good large, orange Glad. (L. 2—14c; 10—60c) (M. 10—30c).

Our Selection (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Pearl of Stuttgart (Pf.) Another Pfitzer near blue. (L. Each, 50c) (M. 30c).

Pelegrina (Pf.) New near blue. (L. each 15c; 10—\$1.20) (M. each 10c; 10—80c).

Pfitzer's Triumph (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c) (M. 10—30c).

Picardy (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—14c; 10—54c) (M. 10—30c) (S. 10—15c).

Pirate (Palmer.) Shades of carmine and pomegranate-purple. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Pititi (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. Each, \$3.00) (M. \$2.00).

Premier Henry (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each \$1.00).

Primrose Princess (Salbach.) Very large, stately, wide open primrose yellow. 5 to 7 open. Tall strong spike with long flower head. (L. 2—14c; 10—60c) (M. 10—30c).

Rameses (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 10—25c).

Rapture (Palmer.) Medium light salmon with diffused creamy blotch. (L. 12c; 10—\$1.00) (M. 10—60c) (S. 10—40c).

Red Phipps (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—16c; 10—66c) (M. 2—10c; 10—44c) (S. 3—10c; 10—28c). (Bulblets withdrawn for propagation.)

Red Prince Unusual. Rich red decorative with velvety crimson throat. Edges ruffled. Not immense but good size. Tough straight spike. Habits good in every way. You will enjoy a few of these. My supply small. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Redwood Beauty (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. (L. Each, \$2.00) (M. \$1.20) (S. 90c).

Rideau (Palmer.) Smoky salmon shade. Large. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 10—30c).

Ruffled Gold (G.) Tall yellow. (L. 2—15c; 10—60c).

Salbach's Orchid (Salbach.) Similar to Minuet but pink—the shade of a Catteya orchid. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c).

Salbach's Pink (Salbach.) Large geranium-pink. (L. 2—14c; 10—60c) (M. 10—30c).

Scarlet Wonder (Cowee.) Immense brilliant red. (L. 2—14c; 10—60c) (M. 10—30c).

Schwaben Girl (Pf.) Pure pink without markings. Strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Solveig (P.) Large ruffled white. Increases so slowly that prices remain high. (L. \$1.50) (M. \$1.00) (S. 50c).

Smiling Maestro (Christ.) Deep salmon - rose, flaked brown. Large exhibition type. (L. Each, 80c; 10—\$6.40).

Sonatine (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfitzer's best. (L. Each, \$1.00) (M. 60c) (S. 40c) (Blts. 4 for 25c; 10—\$5.00).

Southern Cross (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 10 for 25c; 100—\$2.00).

Souvenir Extra early pure yellow decorative type. Florists' favorite. (L. 2—10c; 10—40c) (M. 10—25c).

Spray of Gold (Palmer.) Deep clear yellow. Waved petals. (L. 2—15c; 10—60c) (M. 10—30c).

Star of Bethlehem (Pf.) New pure white similar to Maid of Orleans, but still larger. Looks to me like a winner. (L. each 50c) (M. 35c) (S. 25c). (See page 16.)

Stately Lavender (Kinyon.) Soft pinkish lavender. Tall straight spike. 10 or more large blooms open. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Stuttgardia (Pf.) Large brilliant red, no blotches. (L. 10c; 10—70c) (M. 10—36c).

Sultan (Crow.) Large, velvety, rosy-red, ruffled. Many open. Fine. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Sunshine Girl (Stevens.) Clear pink with lovely yellow throat. Beautiful. Early. (L. 2—12c; 10—50c) (M. 10—30c) (S. 10—15c).

Sweetheart (Prestgard.) Lovely decorative white with pink edges. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Taiaroa (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. Each, 75c) (M. 50c).

Takina (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, roseline purple, lightly flaked darker. (L. Each, \$4.00).

The Moor (Palmer.) Deep rose-red blooms, somewhat ruffled. (L. Each, 80c) (M. Each, 50c).

Tip Top (Pf.) Another new red from Europe. (M. 40c).

Toa (New Zealand.) Another large husky Glad from New Zealand. Tall, straight spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. Each, \$1.00) (M. 60c).

Veilchenblau (Pf.) Blue-violet, good size, good color, good spike. (L. 2—10c; 10—40c) (M. 10—25c).

Vesper Bells (Nlg-Hg.) Small decorative buff, ruffled daintly. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20).

Wasaga (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. each 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 10—50c).

Whero (New Zealand.) Immense scarlet-red with darker flecks at outer edges. The large blooms are of good lasting substance. Stock very scarce in New Zealand and other countries. (L. Each, \$5.00).

Winged Victory (Briggs.) Very large pink. (L. 2—15c; 10—60c) (M. 10—36c).

Wurtembergia (Pf.) Very large red with white throat. One of Pfitzer's best. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c).

Yellow Perfection (Pf.) Large yellow. Good spike. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Australian Glad

"Our Selection"

Australian Glad that wins first honors in its own country, and has caught the fancy of American fans and florists.

Very unusual type, color and markings. So many open at once that several spikes make a bouquet.

Blooms well arranged on strong spike.

Color and markings vary a good bit, but always interesting.

Lower Prices. Never before has this popular Glad been offered at such low prices as now.



Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.

\$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- | | |
|--------------------|------------------|
| 3 Aida | 6 Janet |
| 2 Ave Maria | 3 La Paloma |
| 5 Apricot Glow | 4 Mammoth White |
| 6 Bagdad | 3 Marmora |
| 4 Bertie Snow | 2 Minuet |
| 5 Betty Co-Ed | 6 Mother Machree |
| 3 Betty Brown Eyes | 2 Mrs. Sisson |
| 3 Betty Nuthall | 5 Our Selection |
| 3 Blue Danube | 2 Salbach Pink |
| 3 Dr. Moody | 6 Sunshine Girl |
| 6 Commander Koehl | 3 Veilchenblau |

All the above, each labeled, \$3.30, prepaid.

\$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$2.20.

\$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- | | |
|--------------------|--------------------|
| 5 Bagdad | 4 Jane Addams |
| 5 Betty Co-Ed | 7 Janet |
| 5 Betty Brown Eyes | 2 J. Van Tets |
| 4 Bill Sowden | 3 Maid of Orleans |
| 4 Blue Triumphator | 6 Miss Greeley |
| 2 Damascus | 7 Mother Machree |
| 4 Dr. Bennett | 5 Our Selection |
| 5 Early Dawn | 5 Picardy |
| 2 Emile Aubrun | 5 Rameses |
| 3 Early Sunrise | 7 Red Phipps |
| 2 Fata Morgana | 2 Salbach's Orchid |
| 4 Gold Mine | 2 Stuttgartia |
| 3 Graf Zeppelin | 8 Sunshine Girl |

All the above, each labeled, \$5.00, prepaid.

\$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Medium, \$3.80.

\$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- | | |
|--------------------|---------------------|
| 2 Amador | 5 Miss Greeley |
| 3 Champlain | 2 Mrs. Chase |
| 1 Coronation | 1 Pellegrina |
| 3 Betty Brown Eyes | 2 Pirate |
| 3 Debonair | 5 Primrose Princess |
| 3 Dr. Durr | 4 Rapture |
| 4 Edith Robson | 5 Red Phipps |
| 3 Gate of Heaven | 4 Rideau |
| 4 Golden Cup | 2 Schwaben Girl |
| 5 Helen Wills | 3 Star of Bethlehem |
| 3 King Arthur | 3 Sultan |
| 3 Libelle | 2 Sweetheart |
| 1 Marjorie Morrill | 4 Wasaga |
| 5 Mildred Louise | 4 Wurtembergia |

All the above, each labeled, \$8.00, prepaid.

\$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Medium, \$6.00.

\$15.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- | | |
|------------------|---------------------|
| 1 Atherton | 1 Miss New Zealand |
| 2 Blue Admiral | 1 Pititi |
| 3 Champlain | 1 Premier Henry |
| 2 Debonair | 3 Rapture |
| 2 Duna | 1 Red Prince |
| 3 Early Dawn | 1 Redwood Beauty |
| 3 Gate of Heaven | 3 Salbach's Orchid |
| 1 J. S. Bach | 1 Southern Cross |
| 3 King Arthur | 3 Sultan |
| 1 Lady Eaton | 3 Star of Bethlehem |
| 1 Linalee | 2 Toa |
| 1 Milford | 4 Wasaga |
| 4 Mildred Louise | 3 Wurtembergia |

All the above, each labeled, \$15.00, prepaid.

Exhibition Mixed. Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00). Prepaid.

Early Bird Mixed. Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00). Prepaid.

Long's Long Season Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about ½ inch up to 1½ or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a LONG SEASON OF BLOOM of a variety from the one planting.

Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty of bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a "Long chance."

Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of page.

AFLAME
AIDA
ALBATROSS
APRICOT GLOW
AVE MARIA
BAGDAD
BERTY SNOW
BETTY CO-ED
BETTY NUTHALL
BLUE DANUBE
BLUE TRIUMPHATOR
COMMANDER KOEHL
CORONATION
DAMASCUS
DEBONAIR
DR. DURR
DR. MOODY
DUNA
EARLY DAWN
EDITH ROBSON
GATE OF HEAVEN
GIANT NYMPH
GOLDEN CUP
GOLD MINE
JANET

KING ARTHUR
LA PALOMA
LIBELLE
LUDWIG BEETHOVEN
MAID OF ORLEANS
MARMORA
MILDRED LOUISE
MINUET
MISS GREELEY
MOTHER MACHREE
MR. W. H. PHIPPS
OUR SELECTION
PICARDY
PIRATE
RAMESES
RED PHIPPS
RIDEAU
SALBACH'S ORCHID
STUTTGARDIA
SULTAN
SUNSHINE GIRL
VEILCHENBLAU
WASAGA
WURTEMBERGIA

Super Specials Any 5 Assortments for \$4.60. Any 10 for \$8.80, prepaid.

Only the varieties listed above can be supplied in Long Season Assortments.

LONG'S LONG SEASON ASSORTMENTS have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

From Nebraska: "I used Long's seeds exclusively in my garden this year. The other day my husband remarked, "By Golly, that's the prettiest garden we ever had."—Mrs. D. E.

From Michigan: "I want to tell you how much I am enjoying the bulbs you sent me. I do not care for a better white than Maid of Orleans, and Miss Greeley is certainly living up to her description."—Mrs. G. R. S.

That Large Early Pink Glad—Miss Greeley

Much like one of its parents, W. H. Phipps, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes Miss Greeley especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

Mr. P. J. Pentecost, "The Phipps King" of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

Miss Greeley is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes.



Miss Greeley

Miss Greeley Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.80	\$0.60	\$0.50	\$0.40	\$0.30	\$0.24
100	\$6.40	4.80	3.60	2.40	2.00	1.60

\$1.00 Miss Greeley Assortment

(3 No. 2) (8 No. 3) (12 No. 4) (10 No. 5).....\$1.00 Prepaid

\$3.00 Miss Greeley Assortment

(18 No. 2) (26 No. 3) (24 No. 4) (20 No. 5).....\$3.00 Prepaid

\$5.00 Miss Greeley Assortment

(5 No. 1) (35 No. 2) (45 No. 3) (35 No. 4) (25 No. 5) . \$5.00 Ppd.

Red Phipps—A Winner

A Phipps seedling, bright glowing red, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps. Many open.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Spikes long, straight and strong, but no excess baggage. The long flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

Mr. Coit O. Colburn, noted authority on Glads, says in Flower Grower magazine, Feb., 1935: "The red that gave me the most satisfaction is Red Phipps (Briggs). I like its softness of color, the way it faces on the spike, its glowing warmth, the way it opens 8-9 in perfect condition, the way it lasts as a cut flower. In short, I like it very much."

Red Phipps wins many prizes at leading shows. The latest was first at the N. E. G. S. Boston Show, 1935. When you win first at a Boston show you're going some.

Red Phipps Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten.....	\$0.80	\$0.60	\$0.50	\$0.40	\$0.30	\$0.24
100.....	6.40	4.80	3.60	2.40	2.00	1.60

\$1.00 Red Phipps Assortment

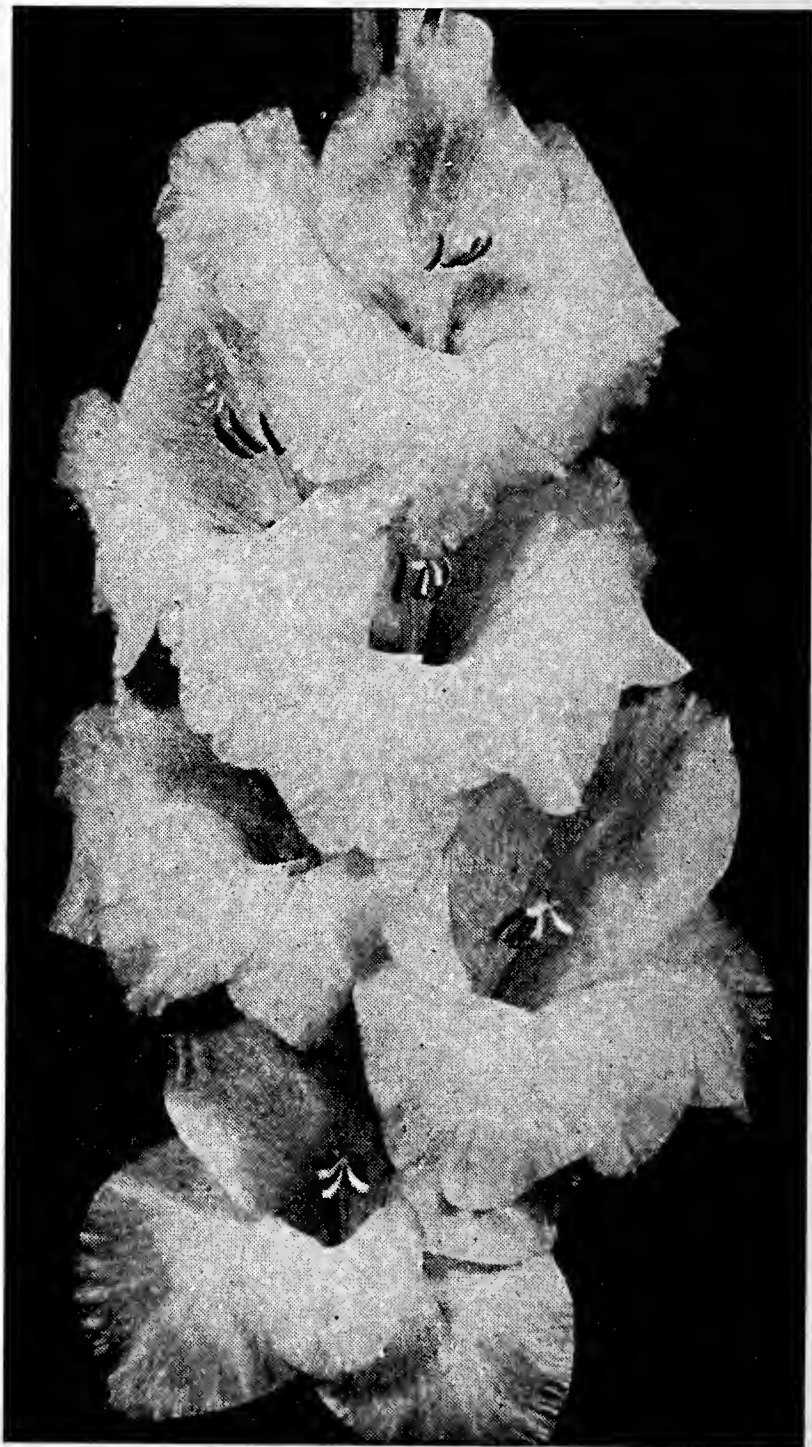
(3 No. 2) (8 No. 3) (12 No. 4) (10 No. 5)....
.....\$1.00 Prepaid

\$3.00 Red Phipps Assortment

(18 No. 2) (26 No. 3) (24 No. 4) (20 No. 5)
.....\$3.00 Prepaid

\$5.00 Red Phipps Assortment

(5 No. 1) (35 No. 2) (45 No. 3) (35 No. 4)
(25 No. 5).....\$5.00 Prepaid



Red Phipps—"Red that IS Red"



Snapshot of One of My Picardy Plantings, 1935

Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by, Mr. E. F. Palmer in Canada.

First shown in U. S. A. five years ago.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, 'way ahead of schedule, for reasons I shall explain. Picardy increases amazingly fast. This accounts for prices coming down so rapidly.

"On your right you will see" a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Spike of Picardy grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

Picardy Bulbs, Prepaid

(5 at 10 rate, 25 at 100 rate)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.60	\$0.50	\$0.36	\$0.24	\$0.15	\$0.12
100	4.40	3.20	2.40	2.00	1.60	1.00

PICARDY BULBLETS, PREPAID

	100	1000
Jumbo or Extra Large.....	\$ 0.30	\$ 2.50
Mixed Sizes, but none small...	.15	1.00

Picardy, F. O. B. Boulder

(25 at 100 rate, 250 at 1000 rate)

Per 100—See wholesale list, page 17.

Per 1000—See wholesale list, page 18.

\$1.00 Picardy Special

(3 No. 2) (15 No. 3) (16 No. 4) (16 No. 5). These 50 Picardy bulbs \$1.00, prepaid.

\$2.00 Picardy Special

(5 No. 2) (30 No. 3) (30 No. 4) (30 No. 5) (20 No. 6) (100 bulblets). All, \$2.00, prepaid.

\$3.00 Picardy Special

(30 No. 2) (30 No. 3) (30 No. 4) (30 No. 5) (30 No. 6) (400 bulblets). All, \$3.00, prepaid.

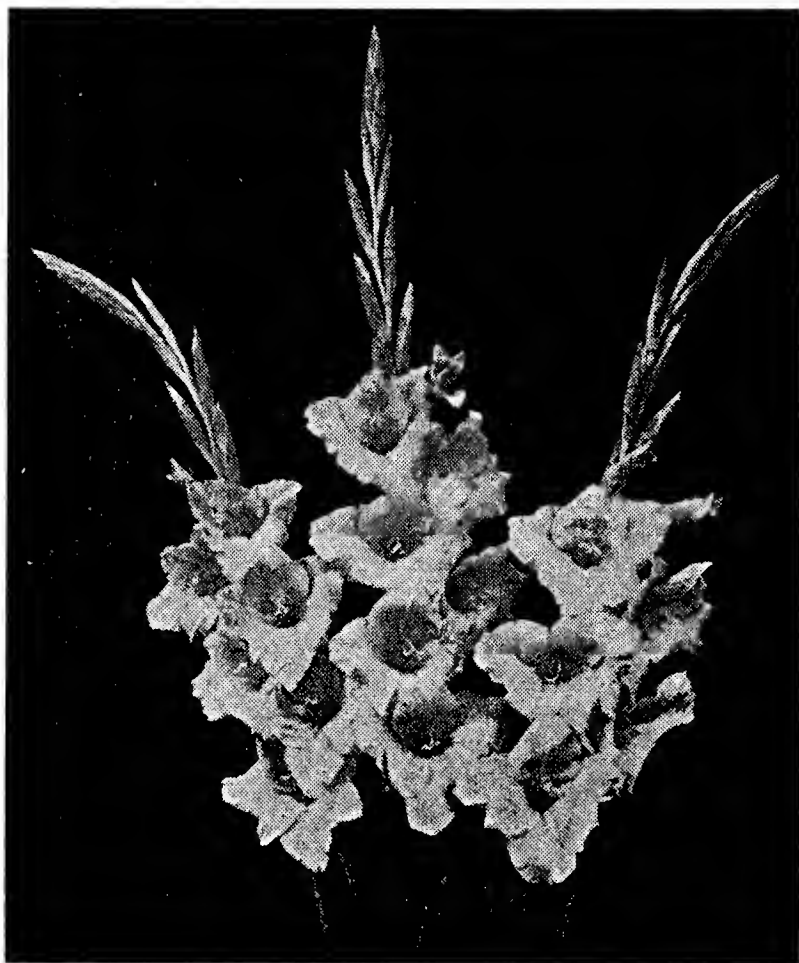


Scrambled Picardy Bulbs

One lot of my Picardy shows a sprinkling of Red Phipps, with also an occasional Bagdad. These bulbs, specially priced below, are not fully cleaned and sorted. You will have to put some work on them if you care for appearance. Offered "as is" prepaid at:

	No. 4	No. 5	No. 6
100 Scrambled Picardy..	\$ 1.20	\$ 1.00	\$ 0.80
1000 Scrambled Picardy..	10.00	8.00	6.00
(50 at 100 rate. 500 at 1,000 rate).			

"Mildred Loulse"



Pure deep salmon-pink, petals tipped straw-berry pink, blending to pinary yellow in throat, with faint spectrum penciling.

The stem is tall, strong, flexible, but not clubby. Very large wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike. The petals are firm, so much so that one customer said to me, "That's the Glad with tin petals"—meaning very resistant to heat and rough handling. One of the earliest varieties, so large and lovely. A wonderful Glad. "It's got what it takes." One of the real topnotchers with a great future.

Mildred Louise Prepaid

	No.1	No.2	No.3	No.4	No.5	No.6
Each\$ 0.25	\$ 0.20	\$ 0.15	\$0.12	\$0.10	...
Ten 2.00	1.60	1.20	1.00	.80	.60
100 16.00	12.00	10.00	8.00	6.00	5.00
Bulblets: (10—25c) (100—\$2.00) (1000—\$12.00).						

\$1.00 Mildred Louise Assortment

(All Assortments Prepaid)

(3 No. 3) (4 No. 4) (5 No. 5) (6 No. 6).

\$2.00 Mildred Louise Assortment

(3 No. 2) (5 No. 3) (7 No. 4) (9 No. 5).

\$3.00 Mildred Louise Assortment

(4 No. 2) (6 No. 3) (8 No. 4) (10 No. 5) (10 No. 6).

\$5.00 Mildred Louise Assortment

(3 No. 1) (6 No. 2) (9 No. 3) (12 No. 4) (15 No. 5) (18 No. 6) (40 Blts.).

\$10.00 Mildred Louise Assortment

(5 No. 1) (10 No. 2) (25 No. 3) (25 No. 4) (25 No. 5) (25 No. 6) (100 Blts.).

"Betty Co-Ed"

The Glad with "That School-Girl Complexion"

"Betty Co-Ed," though in the decorative class, is not small. Neither is it large. Many blossoms measure 4 inches or so.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

The point is, that instead of planting just a bulb or two of "Betty Co-Ed" you should plant this by the tens or hundreds—the more the merrier. To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, and sprays. Used alone or with suitable green, Betty is a dream. Be sure to arrange a low bowl of Betty Co-Ed tips. It's marvelous!

Betty Co-Ed, Prepaid

	No.1	No.2	No.3	No.4	No.5	No.6
Ten\$0.70	\$0.60	\$0.50	\$0.40	\$0.30	\$0.25
100	4.00	3.00	2.40	1.80	1.40
Bulblets (25—25c) (100—80c) (1000—\$6.00).						

\$1.00 Co-Ed Assortment

(All Assortments Prepaid)

(4 No. 2) (8 No. 3) (16 No. 4) (20 No. 5).

\$3.00 Co-Ed Assortment

(10 No. 2) (20 No. 3) (30 No. 4) (60 No. 5) (70 Jumbo Bulblets).

"Betty Brown Eyes"

Orange colored blossoms, all except on the two lower petals. On each of the two lower petals is a maroon blotch, the effect suggesting brown instead of red. Hence the name.

Spike long for cutting, always straight. Florets well placed and spaced. Some blooms 4½ inches. All good decorative size. Early.

In all my travels to many shows and gardens from coast to coast, I've never met up with a Glad of the same color and markings.

Betty Brown Eyes, Prepaid

	No.1	No.2	No.3
Ten\$1.00	\$0.80	\$0.60
100	6.00	4.00

\$1.00 Brown Eyes Assortment

(All Assortments Prepaid)

(6 No. 2) (8 No. 3) (6 No. 4) (6 No. 5).

\$2.50 Brown Eyes Assortment

(10 No. 1) (15 No. 2) (15 No. 3) (10 No. 4).

More About Mildred

Never ask me which is the BEST Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting. "Me for Mildred."

To Large Buyers:

Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalogue. Chances are I can save you money on the lot. This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.

Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. 500 bulblets at the 1000 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c. All plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Btls. Per 1000
AFLAME	\$ 4.00	\$ 3.00	\$ 2.40	\$ 2.00	\$ 1.20
AIDA	4.00	3.00	2.40	2.00	1.50
ALBATROSS	5.00	4.00	3.00
AMADOR	14.00	10.00	3.00	6.00	5.00	4.00	10.00
APRICOT GLOW	3.00	2.00	1.60	1.2060
AVE MARIA	3.00	2.00	1.60	1.20	1.00	1.20
BAGDAD	5.00	4.00	3.00	2.00	1.60	1.20	1.40
BERTY SNOW	3.80	3.00	2.40	1.8080
BETTY CO-ED	4.20	3.00	2.40	1.80	1.40	6.00
BETTY NUTHALL	4.00	3.00	2.00	1.60	1.2060
BILL SOWDEN	5.00	3.60	2.80	2.20	3.00
BLUE DANUBE	4.80	3.60	3.00	2.00
BLUE TRIUMPHATOR	6.00	4.80	3.60	2.80	2.40
CHARLES DICKENS	2.80	2.00	1.40	1.20	1.20
COMMANDER KOEHL	4.80	3.80	2.80	1.80	1.40	2.00
CORONADO	4.80	3.80	2.80	2.00
CORYPHEE	4.80	3.60	3.00	2.00
DAMASCUS	6.00	4.00	3.80	3.00	2.40
DR. BENNETT	4.00	3.00	2.00	1.60	1.20
DR. DURR	16.00	12.00	10.00	8.00	6.00
DR. MOODY	4.00	3.00	2.00	1.60	1.20
DR. NELSON SHOOK	4.00	3.90	2.40	1.60
DUNA	16.00	12.00	10.00	8.00	6.00	5.00	8.00
EARLY DAWN	16.00	12.00	10.00	7.00	6.00	4.40	8.00
EARLY SUNRISE	4.80	3.60	2.80	2.00	1.60	1.80
EDITH ROBSON	14.00	12.00	10.00	8.00	6.00	4.00	8.00
EMILE AUBRUN	5.00	4.00	3.00	2.40
FATA MORGANA	5.00	4.00	3.20	2.50
GATE OF HEAVEN	16.00	12.00	10.00	8.00	6.00	15.00
GIANT NYMPH	4.00	3.00	2.40	1.8060
GOLD EAGLE	4.00	3.00	2.40	1.60	1.00
GOLDEN CUP	12.00	10.00	8.00	7.00	6.00	6.40
GOLDEN DREAM	4.00	2.80	1.80	1.0060
GOLD MINE	6.40	4.80	3.60	2.80	4.00
GRAF ZEPPELIN	5.00	4.00	3.00	2.40	2.00
HELEN WILLS	4.80	3.60	2.40	1.20
JANE ADDAMS	3.60	3.00	2.40	1.50
JANET	4.40	3.60	2.80	2.00	1.60	1.60
J. VAN TETS	9.00	7.00	5.00	4.00
KING ARTHUR	20.00	16.00	12.00	10.00	8.00	6.00	10.00
LA PALOMA	4.80	3.60	2.40	2.00	1.00
LIBELLE	9.00	7.00	5.00	4.00	6.00
LONGFELLOW	4.40	3.20	2.40	1.20
LUDWIG BEETHOVEN	10.00	8.00	6.00	4.80	3.60	4.00
MAID OF ORLEANS	8.00	6.00	4.80	4.40	3.80
MAMMOTH WHITE	4.80	3.60
MARMORA	3.00	2.00	1.60	1.20	1.00	1.00
MILDRED LOUISE	16.00	12.00	10.00	8.00	6.00	5.00	12.00
MINUET	4.40	3.60	2.40	1.80	1.40
MISS DES MOINES	6.00	4.00	3.20	2.80	4.00
MISS GREELEY	6.40	4.80	3.60	2.80	2.00	1.60
MOTHER MACHREE	4.40	3.20	2.00	1.60	1.20	1.00	1.00
MRS. P. W. SISSEON	4.00	3.00	2.40	1.8080
MR. W. H. PHIPPS	4.00	3.00	2.40	1.60	1.00
OUR SELECTION	4.00	3.00	2.40	1.80	1.20	.80	1.00
PFITZER'S TRIUMPH	4.00	3.00	2.40	1.60	1.00
PICARDY	4.40	3.20	2.40	1.80	1.40	1.00	1.00
PIRATE	10.00	8.00	6.00	10.00
PRIMROSE PRINCESS	4.20	3.00	1.20
RAMESBS	8.00	6.00	4.00	3.00	2.40	2.00	3.00
RAPTURE	10.00	8.00	6.00	4.00	3.00	2.40
RED PHIPPS	6.40	4.80	3.60	2.80	2.00	1.60
RIDEAU	8.00	6.00	4.80	3.20	2.80	2.40	5.00
SALBACH'S ORCHID	6.00	4.80	3.60
SCARLET WONDER	5.00	4.00	3.00	2.00	1.20
STUTTGARDIA	6.00	4.00	3.00	4.00
SUNSHINE GIRL	4.00	3.00	2.00	1.60	1.20	1.00	1.20
VEILCHENBLAU	3.20	2.80	2.00	1.4080
WASAGA	16.00	12.00	10.00	6.40	4.80	8.00
WURTEMBERGIA	8.00	6.00	5.00	4.00
EARLY BIRD MIXED	4.40	3.60
EXHIBITION MIXED	4.00	3.20	2.80	2.00	1.40	1.40

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. **ALL PLAINLY LABELED.**

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges. See page 6.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
ACADIA	Each	\$.25	\$.20	\$.15	\$.12	20..\$.25
	Ten	2.00	1.60	1.20	1.10	100.. 1.00
ARABELLA	Each	2.50	2.00	1.50	1.25
ATHERTON	Each	.50	.40	.35	.30	6.. .25
	Ten	4.00	3.20	2.80	2.40	100.. 3.00
BLUE ADMIRAL	Each	.75	.60	.45	.35	.30	10.. .50
	Ten	6.00	4.80	3.60	2.80	2.00	100.. 4.00
CHAMPLAIN	Each	.80	.60	.50	.40	.30	7.. .50
	Ten	6.40	4.80	4.00	3.20	2.40	100.. 6.00
CORONATION	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	100.. .80
	100	14.00	10.00	8.00	6.40	1000.. 6.00
D. A. HAY	Each	1.25	1.00	.75	.60
DEBONAIR	Each	.25	.20	.15	.10	25.. .25
	Ten	2.00	1.60	1.20	.80	100.. .80
	100	14.00	10.00	8.00	6.40
DUNA	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	100.. 1.00
	100	14.00	10.00	8.00	6.40	1000.. 8.00
EDITH ROBSON	Each	.25	.20	.15	.12	.10	20.. .25
	Ten	2.00	1.60	1.20	1.00	.80	.60	100.. 1.00
	100	14.00	12.00	10.00	8.00	6.00	4.00
GATE OF HEAVEN	Each	.30	.25	.20	.15	.12	.10	10.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 2.00
GOLDEN CUP	Each	.20	.15	.12	.10	25.. .25
	Ten	1.60	1.20	1.00	.80	.70	100.. .80
	100	12.00	10.00	8.00	7.00	6.00
HERCULES	Each	.75	.60	.50	.40
INSPIRATION	Each	.25	.20	.15	.12	.10
	Ten	2.00	1.60	1.20	1.00	.80
JOHANN STRAUSS	Each	2.00	1.75	1.50	1.25	1.00	.80	3.. .50
KING ARTHUR	Each	.30	.25	.20	.15	.12	.10	20.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.20
	100	20.00	16.00	12.00	10.00	8.00	6.00	1000.. 10.00
LADY EATON	Each	1.00	.80	.60	.50
LINDESTA	Each	.30	.25	.20	.15	.12	.10	20.. .25
MAID OF ORLEANS	Ten	1.00	.80	.60	.50	.40	20.. .25
	100	8.00	6.00	4.80	4.40	3.80	100.. 1.00
MAUNGA	Each	5.00	4.00
MILFORD	Each	2.00	1.50	1.25	1.00	.80	3.. .50
	Ten	16.00	12.00	10.00	8.00	6.40	100.. 10.00
MISS NEW ZEALAND	Each	4.00	3.50	3.00	2.75	2.50	2.25	3.. 1.00
MRS. RAY CHASE	Each	.20	.15	.12	100.. .25
PELEGRINA	Ten	1.20	1.00	.80	.70	100.. .80
	100	10.00	8.00	6.00	4.00
PITITI	Each	3.50	3.00	2.50	2.00	10.. 2.00
PREMIER HENRY	Each	1.00	.80
RED PRINCE	Each	.30	.25	.20	.15	.12	.10	18..
	Ten	2.40	2.00	1.60	1.20	100..
	100	18.00	12.00	10.00	8.00
SOLVEIG	Each	2.00	1.50	1.25	1.00	.75	.50	10.. .75
STAR OF BETHLEHEM	Each	.60	.50	.40	.35	.30	3.. .25
	Ten	4.80	4.00	3.20	2.80	2.40	100.. 7.00
SONATINE	Each	1.25	1.00	.75	.60	.50	.40	4.. .25
	Ten	10.00	8.00	6.00	4.80	4.00	3.20	100.. 5.00
SCHWABEN GIRL	Ten	1.50	1.20	1.00	.80	.60
	100	12.00	10.00	8.00	7.00	5.00
SULTAN	Ten	1.50	1.20	1.00	.80
	100	12.00	10.00	8.00	7.00
SWEETHEART	Ten	1.40	1.20	1.00	.75	.60	.50	10.. .25
	100	10.00	8.00	7.00	6.00	5.00	4.00	100.. 2.00
TAIAROA	Each	1.00	.75	.60	.50
TAKINA	Each	5.00	4.00
TIP TOP	Each	.75	.60	.50	.40
TOA	Each	1.25	1.00	.75	.60
WASAGA	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	.60	.50	100.. 1.00
	100	14.00	12.00	10.00	8.40	4.80	4.00	1000.. 8.00
WHEREO	Each	6.00	5.00

ORDER BLANK—Continued

[illegible]

SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer_____

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. Pint bulblets at quart rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, **UNLESS YOU REQUEST OTHERWISE. TERMS:** See page 6. All bulbs plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blts. Per Qt.
AFLAME	\$ 2.20	\$ 1.80	\$ 1.40	\$ 1.20
AIDA	2.40	1.90	1.60	1.20
ALBATROSS	3.80	3.00	2.40
AMADOR	10.00	8.00	6.00	5.00	\$ 4.00
APRICOT GLOW.....	1.80	1.40	1.10	.80	\$ 1.80
AVE MARIA	2.00	1.60	1.20	1.00	\$.70	3.00
BAGDAD	4.00	2.80	2.00	1.40	1.00	.80	4.00
BERTY SNOW.....	2.00	1.60	1.40	1.20
BETTY CO-ED	3.00	2.40	1.80	1.20	1.00	12.00
BETTY NUTHALL.....	2.00	1.60	1.20	1.00	.80	2.00
BILL SOWDEN	4.00	3.60	2.80	2.20	1.80	9.00
BLUE DANUBE	3.60	2.80	2.40	6.00
BLUE TRIUMPHATOR.....	4.40	3.60	2.80	2.00	7.00
CHARLES DICKENS.....	1.80	1.40	1.20
COMMANDER KOEHL.....	3.80	2.80	1.80	1.40	1.20
CORONADO	3.60	2.40	2.00
CORYPHEE	2.40	2.00
DAMASCUS	4.80	3.60	2.80	2.20
DR. BENNETT	2.40	1.90	1.60	1.20	3.00
DR. DURR.....	12.00	10.00	8.00	6.40
DR. MOODY.....	2.20	1.80	1.40	1.20
DR. SHOOK.....	2.40	2.00	1.60	1.40
EARLY DAWN.....	12.00	9.00	7.20	6.00	5.00	4.00	25.00
EARLY SUNRISE.....	2.80	2.20	1.80	1.40
EDITH ROBSON	12.00	10.00	8.00	6.00	4.00	3.60	24.00
EMILE AUBRUN	2.80	2.20	1.80	1.40
FATA MORGANA.....	3.60	2.80	2.40	2.00
GATE OF HEAVEN.....	16.00	12.00	10.00	8.00	6.40
GIANT NYMPH.....	2.00	1.60	1.20	1.00	.80	2.80
GOLDEN DREAM.....	2.00	1.60	1.20	1.00	2.40
GOLD MINE	4.80	3.60	2.80	2.00	1.60	1.40
HELEN WILLS.....	2.80	2.20	1.80	4.00
JANE ADDAMS	2.40	2.00	1.60
JANET	2.80	2.20	1.80	1.40	1.20	4.80
J. VAN TETS.....	7.20	5.60	4.20	3.60
KING ARTHUR.....	16.00	12.00	10.00	8.00	7.00	5.00	25.00
LA PALOMA.....	3.20	2.40	1.80	1.20	3.60
LIBELLE	7.00	5.60	4.20	3.60	18.00
LONGFELLOW	2.80	2.20	1.60	1.40
L. BEETHOVEN.....	8.00	6.00	4.80	3.60
MAID OF ORLEANS.....	6.00	4.80	4.00	3.60	3.20
MAMMOTH WHITE.....	3.20	2.80
MARMORA	1.80	1.40	1.20	1.00	.80	2.80
MILDRED LOUISE.....	12.00	10.00	8.00	6.00	5.00	4.00
MINUET	2.60	2.10	1.70	1.50	1.25
MISS GREELEY.....	4.80	4.00	3.20	2.40	1.60	1.20
MOTHER MACHREE.....	3.00	2.20	1.60	1.20	1.00	.80	3.60
MRS. P. W. SISSON.....	2.40	1.80	1.40	1.20
MR. W. H. PHIPPS.....	2.20	1.60	1.20	1.00	2.40
OUR SELECTION.....	2.40	1.80	1.40	1.20	1.00	.60	3.60
PFITZER'S TRIUMPH.....	2.40	1.80	1.40	1.20
PICARDY	3.00	2.40	1.80	1.40	1.00	.80	2.00
PRIMROSE PRINCESS.....	2.40	1.80	4.00
RAMESES	6.00	4.20	3.00	2.40	2.00	1.60	10.00
RAPTURE	8.00	6.00	4.00	3.20	2.40	2.00
RED PHIPPS.....	4.80	4.00	3.20	2.40	1.60	1.20
RIDEAU	7.00	5.00	3.60	2.80	15.00
SALBACH ORCHID.....	4.80	3.60	2.40
STUTTGARDIA	4.80	3.60	2.40	15.00
SOUVENIR	2.00	1.60	1.20	1.00
SULTAN	10.00	8.40	6.80	6.00
SUNSHINE GIRL	2.00	1.60	1.20	1.00	.80	.60	3.60
VEILCHENBLAU	2.40	2.00	1.60	1.20	8.60
WASAGA	12.00	10.00	8.00	6.00	4.00	3.20	25.00
WURTEMBERGIA	7.00	5.40	4.20	3.80
EARLY BIRD MIXTURE.....	3.10	2.30
EXHIBITION MIXTURE.....	2.80	2.10	1.70	1.30	1.10	3.60

Gladiolus Wholesale Prices per 1000 F. O. B. Boulder

250 or more bulbs at the 1000 rate. **TERMS:** See page 6. All bulbs plainly labeled.

Bulb Prices Per 1000	Size 1 1 1/2 In. Up	Size 2 1 1/4 - 1 1/2 Inches	Size 3 1 - 1 1/4 Inches	Size 4 3/4 - 1 Inches	Size 5 1/2 - 3/4 Inches	Size 6 1/4 - 1/2 Inches
AVE MARIA.....	\$12.00	\$10.00	\$ 8.00
BAGDAD	\$24.00	16.00	12.00	8.00	\$ 7.00
BETTY CO-ED.....	24.00	16.00	12.00	10.00
BETTY NUTHALL.....	\$16.00	12.80	10.00	8.00	6.00
BLUE TRIUMPHATOR	\$36.00	28.00
EARLY DAWN	80.00	60.00	48.00	40.00	32.00
MAID OF ORLEANS.....	54.00	44.00	32.00	30.00
MILDRED LOUISE.....	100.00	80.00	60.00	50.00	40.00	30.00
MISS GREELEY.....	36.00	28.00	20.00	9.00
MOTHER MACHREE.....	28.00	20.00	14.00
PICARDY	25.00	20.00	15.00	12.00	9.00	7.00
RAMESES	50.00	37.00	26.00	21.00
RED PHIPPS.....	28.00	20.00	12.00	9.00
SUNSHINE GIRL.....	16.00	13.00	10.00	9.00
EARLY BIRD MIXTURE.....	26.00	19.00
EXHIBITION MIXTURE.....	22.00	18.00	14.00	10.00

Cafeteria or "Help Yourself" Collections, Prepaid

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

FIRST. Not more than one of any item in any one collection.

SECOND. Items must be taken as listed. Don't split any.

THIRD. Smallest collection must amount to 8 items for \$3.00. All Bulbs plainly labeled.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

PRICES FOR "HELP YOURSELF" COLLECTIONS. (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) **ALL PREPAID.**

HY 3 Aida, 10 No. 2
HY 4 Aida, 13 No. 3
HY 7 Apricot Glow, 10 No. 1
HY 8 Apricot Glow, 16 No. 2
HY 12 Ave Maria, 18 No. 4
HY 14 Bagdad, 9 No. 2
HY 15 Bagdad, 13 No. 3
HY 16 Bagdad, 20 No. 4
HY 23 Betty Co-Ed, 11 No. 2
HY 24 Betty Co-Ed, 15 No. 3
HY 25 Betty Nuthall, 11 No. 2
HY 26 Bill Sowden, 7 No. 2
HY 27 Bill Sowden, 11 No. 3
HY 28 Blue Admiral, 1 No. 3
HY 30 Blue Admiral, 8 Blts.
HY 31 Blue Danube, 13 No. 4
HY 32 Blue Danube, 20 No. 5
HY 33 Champlain, 1 No. 2
HY 34 Champlain, 2 No. 5
HY 38 Com. Koehl, 20 No. 4
HY 39 Com. Koehl, 27 No. 5
HY 40 Debonaire, 2 No. 2
HY 41 Debonaire, 31 Blts.
HY 42 Dr. Durr, 3 No. 2
HY 44 Dr. Moody, 10 No. 2
HY 48 Duna, 2 No. 2
HY 49 Duna, 4 No. 4
HY 50 Early Dawn, 3 No. 2
HY 51 Early Dawn, 4 No. 3
HY 52 Early Dawn, 6 No. 4
HY 53 Early Dawn, 8 No. 5
HY 54 Early Dawn, 50 Blts.
HY 55 Edith Robson, 3 No. 2
HY 56 Edith Robson, 4 No. 3
HY 57 Edith Robson, 55 Blts.
HY 59 Fata Morgana, 10 No. 2
HY 60 Gate of Heaven, 2 No. 2
HY 61 Gate of Heaven, 3 No. 3
HY 62 Gate of Heaven, 4 No. 4

HY 64 G. of Heaven, 20 Blts.
HY 65 Golden Cup, 1 No. 1
HY 66 Golden Cup, 2 No. 3
HY 68 Gold Mine, 7 No. 2
HY 76 Jane Addams, 7 No. 1
HY 77 Jane Addams, 10 No. 2
HY 78 Janet, 9 No. 1
HY 79 Janet, 12 No. 2
HY 82 J. Van Tets, 4 No. 2
HY 83 J. Van Tets, 6 No. 3
HY 85 King Arthur, 2 No. 2
HY 86 King Arthur, 3 No. 3
HY 87 King Arthur, 4 No. 4
HY 88 King Arthur, 40 Blts.
HY 92 Libelle, 4 No. 2
HY 93 Libelle, 6 No. 3
HY 94 Maid of Orleans, 5 No. 2
HY 96 M. of Orleans, 10 No. 4
HY 98 Mam. White, 7 No. 1
HY 104 Marmora, 11 No. 2
HY 105 Marmora, 15 No. 3
HY 106 Mildred Louise, 2 No. 2
HY 107 Mildred Louise, 3 No. 3
HY 108 Mildred Louise, 4 No. 4
HY 109 Mildred Louise, 5 No. 5
HY 113 Minuet, 9 No. 2
HY 114 Minuet, 14 No. 3
HY 115 Minuet, 20 No. 4
HY 116 Miss Greeley, 5 No. 1
HY 117 Miss Greeley, 7 No. 2
HY 118 Miss Greeley, 9 No. 3
HY 121 M. Machree, 7 No. 1
HY 122 M. Machree, 10 No. 2
HY 123 M. Machree, 15 No. 3
HY 124 M. Machree, 21 No. 4
HY 125 M. Machree, 26 No. 5
HY 127 Our Selection, 12 No. 2
HY 128 Our Selection, 15 No. 3
HY 129 Our Selection, 21 No. 4

HY 130 Picardy, 8 No. 2
HY 131 Picardy, 12 No. 3
HY 132 Picardy, 16 No. 4
HY 133 Picardy, 21 No. 5
HY 135 Prim. Princess, 8 No. 1
HY 138 Prim. Princess, 18 No. 4
HY 139 Rameses, 4 No. 1
HY 140 Rameses, 6 No. 2
HY 141 Rameses, 9 No. 3
HY 142 Rameses, 12 No. 4
HY 143 Red Phipps, 7 No. 2
HY 144 Red Phipps, 9 No. 3
HY 146 Red Phipps, 16 No. 5
HY 147 Rideau, 6 No. 3
HY 148 Rideau, 10 No. 4
HY 150 Rideau, 70 Blts.
HY 151 Salbach Orc'd, 5 No. 1
HY 152 Salbach Orc'd, 7 No. 2
HY 157 Star of Beth'l'm, 1 No. 3
HY 158 Star of Beth'l'm, 2 No. 5
HY 159 Star of Beth'l'm, 5 Blts.
HY 160 Sultan, 3 No. 2
HY 161 Sultan, 4 No. 3
HY 162 Sultan, 5 No. 4
HY 163 Sunshine Girl, 9 No. 1
HY 164 Sunshine Girl, 12 No. 2
HY 165 Sunshine Girl, 16 No. 3
HY 166 Toa, 1 No. 5
HY 167 Toa, 7 Blts.
HY 168 Veilchenblau, 8 No. 1
HY 169 Veilchenblau, 11 No. 2
HY 170 Wasaga, 2 No. 1
HY 171 Wasaga, 3 No. 2
HY 172 Wasaga, 4 No. 3
HY 173 Wasaga, 5 No. 4
HY 174 Wasaga, 6 No. 5
HY 176 Wurtembergia, 5 No. 3
HY 178 Yel. Perfection, 5 No. 2
HY 180 Exhib'n Mix., 15 No. 3

Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1000
Acadia	\$0.25	\$1.00	...
Aflame15	.15	\$ 1.20
Aida15	.20	1.50
Albatross20	.30	...
Amador20	1.20	10.00
Apricot Glow1560
Ave Maria15	.15	1.20
Bagdad20	.20	1.40
Berty Snow1580
Betty Co-Ed15	.80	6.00
Betty Nuthall1560
Bill Sowden20	.40	3.00
Blue Admiral25	4.00	...
Blue Danube15	.25	2.00
Blue Triumphator15	.30	2.40
Champlain50	6.00	...
Chas. Dickens15	.15	1.20
Commander Koehl15	.25	2.00
Coronado15	.25	2.00
Coronation25	.80	...
Coryphee15	.20	...
Damascus20	.30	2.40
Debonair25	.80	...
Dr. Bennett15	.15	1.20
Dr. Durr20	.70	6.00
Dr. Moody15	.15	1.20
Duna25	1.00	8.00
Early Dawn25	1.00	8.00
Early Sunrise20	.20	1.80
Edith Robson25	1.00	8.00
Fata Morgana20	.30	2.50
Gate of Heaven25	2.00	15.00
Giant Nymph1560
Golden Cup25	.80	6.40
Golden Dream1560
Gold Eagle15	.15	1.00
Gold Mine20	.50	4.00
Graf Zeppelin20	.25	2.00
Helen Wills15	.15	1.20
Inspiration25	2.00	16.00
Jane Addams20	.20	1.50
Janet20	.20	1.60
J. Van Tets25	1.20	...
King Arthur25	1.20	10.00
Lady Eaton25	10.00	...
La Paloma15	.15	1.00
Libelle25	.75	6.00
Loyalty15	.25	...
L. Beethoven20	.50	4.00
Maid of Orleans25	1.00	...
Mammoth White15	.25	...
Marmora15	.15	1.00

	Pkt.	100	1000
Miss Des Moines	\$0.25	\$ 0.50	\$ 4.00
Morocco15	.15	...
Mother Machree15	.15	1.00
Mrs. P. W. Sisson1580
Mrs. Ray Chase25	.25	2.00
Mr. W. H. Phipps15	.15	1.00
Orange Wonder20	.20	1.50
Our Selection15	.15	1.00
Pelegrina25	1.00	8.00
Pfizer's Triumph15	.15	1.00
Picardy15	.15	1.00
Pirate25	1.20	10.00
Primrose Princess15	.15	1.20
Rameses20	.35	3.00
Rapture25	1.00	8.00
Rideau20	.60	5.00
Ruffled Gold25	.25	2.00
Salbach's Orchid25	.30	...
Salbach's Pink20	.25	...
Scarlet Wonder15	.15	1.20
Schwaben Girl25	1.00	...
Spray of Gold25	.30	2.50
Stuttgardia20	.50	4.00
Souvenir1560
Sultan25	.75	6.00
Sunshine Girl15	.15	1.20
Sweetheart25	2.00	16.00
Veilchenblau15	.15	1.20
Wasaga25	1.00	8.00
Winged Victory20	.20	1.60
Wurtembergia30	.60	...

How to Germinate Bulblets

Glad bulblets vary in size, according to variety. Some naturally quite small. Others run larger.

I grade all bulblets, sending no tiny or pee-wee bulblets, but all good growing size.

Germinating bulblets is a gamble. Even growers of long experience fail at times. For this reason, I do not much encourage the buying of bulblets, nor do I guarantee any to germinate, though most customers do succeed with them.

With each bulblet order I send special instructions, "How to Germinate Bulblets." Very helpful and valuable.

Bulblet prices may look exactly alike in print. But often great difference in value, according to how pure the stock and how large the bulblets AVERAGE.

"Lick the Thrips" with ROTOTOX—"Slays When Sprays"

Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray with Rototox. "It slays when it sprays." If they are in hiding, their finish is assured when they come out and feast on Rototox sticking on the plants.

Rototox is not expensive. This on account of its concentrated form. You do not pay for a lot of water. You add water yourself when ready to spray.

Directions are included in your package of Rototox, but here is an idea of the cost of spraying with Rototox when diluted, ready for use. Rototox may be used as thin as one part Rototox to 500 parts water, but for thrips, a combination of 1 part Rototox to 200 parts water is recommended for best results.

Based on the quart price of Rototox, this 1-200 strength would cost you 6c a gallon for the mixture ready to use. At the gallon price of Rototox, the 1-200 strength would cost only

5c a gallon, ready to use. Mixed 1-300 or thinner, would cost still less.

Since the larger quantities cost less in proportion, and in view of the fact that Rototox does not deteriorate on your hands, it is economy to buy by the quart or gallon, rather than smaller lots, unless you have a very small garden.

Rototox is sold direct by the distributors, at the following prepaid prices: 1 ounce 35c; 8 ounces \$1.00; 1 pint \$1.75; 1 quart \$3.00; 1 gallon \$10.00; 5 gallons \$45.00. I'd say, order not less than 8 ounces.

Simply send your order with remittance direct to the East Williston Distributing Company, 81 West Yale Street, East Williston, New York, and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.

LATER: I have arranged with the ROTOTOX people to keep a supply of this on hand for prompt shipment to western customers. Eastern buyers please order direct from Rototox firm. Prices same as above, prepaid.

LONG'S Delightful Dahlias for 1936

Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

Dahlia Specials

Any **FIVE 30c** kinds for \$1.00. Additional 30c kinds at 25c each.

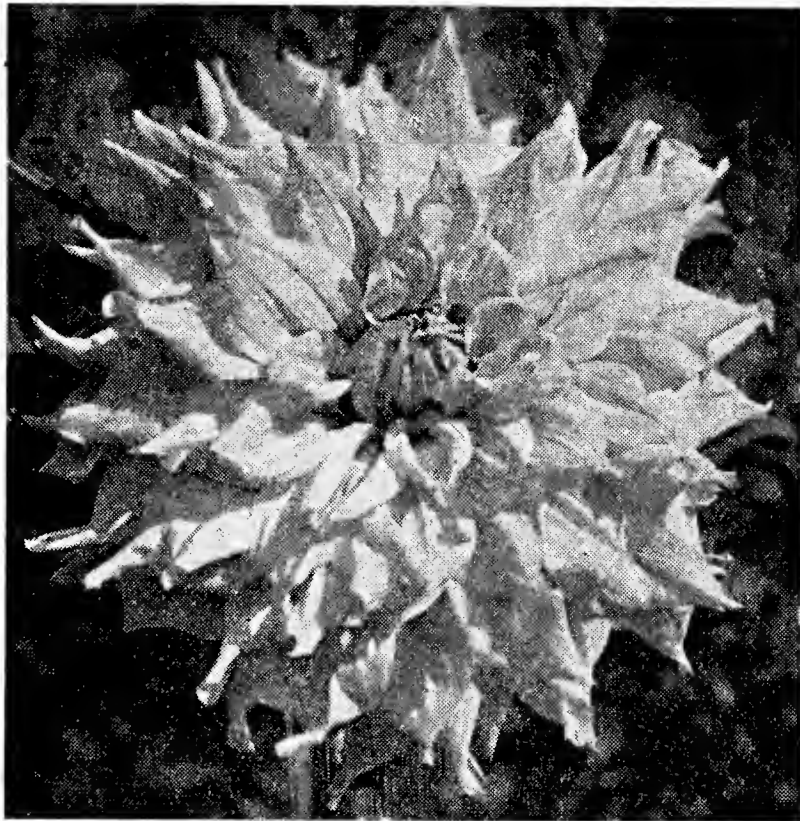
Any **THREE 40c** kinds for \$1.00. Additional 40c kinds at 30c each.

Any **THREE 50c** kinds for \$1.20. Additional 50c kinds at 40c each.

Any **TWO 75c** kinds for \$1.20. Additional 75c kinds at 60c each.

Any **TWO \$1.00** kinds for \$1.50. Additional \$1.00 kinds at 75c each.

These offers apply to regular prices per each, and not to Collections or Lost Label Special.



The Popular Decorative Type

Superb Named Dahlias

All Dahlias Priced Prepaid
(Prices are for Divisions)

Amun Ra (Dec.) A mammoth Dahlia borne on stout stems of good length. The flowers are gorgeous. A combination of copper, orange and golden bronze. Each 50c.

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 40c.

Barbara Redfern (Dec.) A beautiful blending of old rose and old gold. The blooms are large and are held on fine stems over a husky bush. Good size, depth and substance. Each 50c.

Blue Bird (Dec.) A fine large flower on excellent stems. Probably the nearest approach to a blue yet originated. In the twilight it appears quite a distinct blue. Each 50c.

Chemars Eureka (Dec.) A superb pure white. Stems long and wiry and erect. Flower large and of perfect form. An ideal white for cutting. Each 75c.

Cloudland Gem (Dec.) Cream white, shading to shell pink toward the outer petals. The immense flowers are held erect on long, strong stems. Each 50c.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. Each 30c.

Edna Ferber (Hy. Cactus.) Petals curled and twisted forming an extremely full flower. Color glistening coral, shading to old gold at base of petals. Each 50c.

Elizabeth Long

(Hy. Cactus.) A giant plant, producing immense flowers. The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting. Each 75c.

Gero's Pink (Show.) Rich pink, beautifully quilled. 30c.

Helen Hollis (Show.) Beautifully quilled, bright red. Each 30c.

Jane Cowl (Dec.) A massive decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper toward center. Each 40c.

J. D. Long (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

Jean Hare (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. Each 40c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each 40c.

Jersey's Beauty (Dec.) Beautiful pink, excellent stem, fine keeping qualities. Each 40c.

Kathleen Norris (Dec.) An immense bloom, informal decorative in type, true rose-pink—later deepening to mallow-pink. Full centered flower of great depth. Each 50c.

King Midas (Dec.) Beautiful golden yellow flowers borne on long stiff stems. Large, showy flowers of firm substance. Each 50c.

Kiwanian (Peony.) Long, wiry, 18-inch stems. Plant strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. Each 50c.

Liberty Bond (Dec.) Rich apricot. Immense flowers. 30c.

Little Jewel A miniature decorative. Popular as a cut flower. Color, peach blossom pink. Each 30c.

Maid Marian (Hy. Cactus.) Flowers large and produce freely on good stems. Petals curve and twist, giving the flower a shaggy appearance. Color, rose pink. A very handsome variety. Each 50c.

Margaret Woodrow Wilson

An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower. Profuse bloomer. Each 50c.

May Trower (Dec.) A large, deep and artistic flower, ranging in color from palest gold to a deep golden apricot. Stems, long, stiff and rigid. Fine exhibition or cut flower, of unusual formation with great depth and substance and a rich blending of colors. Each 50c.

Monmouth Champion (Dec.) Has brilliant orange-flame blooms borne very freely on strong, vigorous plants. Of enormous size. Each 50c.

Mrs. Alfred B. Seal (Dec.) An outstanding exhibition Seal dahlia. Pure glowing old rose or violet rose. No other dahlia like it. Each 75c.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Very large. Splendid for cutting. Each 30c.

Omar Khayyam (Dec.) Chinese red at the base of petals, shading to a bright orange with paler tips, giving a soft effect. The flowers can easily be grown over 10 inches. Each \$1.00.

Ophir (Dec.) A superb decorative. Flowers with full center, on long stems. Color, rich old gold with amber shading. Each 30c.

Pride of Fort Morgan (Dec.) A giant red that is said to be the largest red decorative. "A whale of a dahlia." Each 50c.

Purpurea Regia (Dec.) Royal purple, with silvery white reverse, giving a two-tone effect. Large blooms, long stems. Originated by Geo. Wm. Veditz. Each 50c.

Radio (Dec.) Without a doubt one of the greatest dahlias ever originated. Can be grown 11 to 12 inches in diameter. Color, blood red, edged and tipped with yellow. Each 50c.

Rollo Boy (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. Each 50c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. Each 40c.

Sanhican's Peach (Dec.) Color the shade of a ripe peach, with a real peach-cheek glow. The charm is enhanced by the oddly twisted and staghorn tips. Something different and outstanding. Each 50c.

Seal's Californian (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded bronze and rose pink. Each 50c.

The Commodore (Dec.) Very large loose petaled lemon yellow, overlaid with golden sheen. Each \$1.00.

Tom Joy (Dec.) A giant decorative, with strong stems to support the massive blooms. Beautiful blending of autumn shades, bronze and old rose. Each \$1.50.

Virginia Rae (Dec.) (1931.) Originated by J. W. Phlager. A fine companion for his popular Pride of Ft. Morgan. A large flower ranging from 6-8 inches in diameter. Evenly formed and quite full. Stems medium but strong. Color, old gold shaded to light terra cotta. A fine exhibition flower. Each 50c.

Washington City (Cactus.) Very large pure white cactus with star-like flowers. Each 50c.

Waterloo (Hy. Cactus.) (J. W. Phlager origination.) A beautiful dahlia of large size and perfect form. Stems long and wiry. Color, orchid pink. Each 75c.

"William G." (Hybrid Cactus.) Very unusual and lovely. Flowers large, petals narrow, thickly set, and considerably twisted. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. The fantastic petals, and coloring, very charming. Each 50c.

Lost Label Dahlias All good kinds, but labels lost in handling or storing. Or same may be from stocks we have in large supply and labeled. Special price, NONE labeled, our selection of kinds: 4 for \$1.00; 9 for \$2.00, prepaid.

Pompon Dahlias—Cute Little Darlings

PRICES: Any of these POMPON dahlias, labeled, at 30c each; 2 for 55c; 4 or more, alike or assorted, your choice, at 25c each.

Bronze Papoose. Rich bronze, shaded amber.

Darkness. Rich dark red or maroon.

Dee Dee. Pure lavender of perfect form.

Joe Fettle. Pure white, excellent variety for cutting. Splendid.

Little Beeswing. Cherry red, shaded amber.

Little Dorrit. Maroon-purple.

Little Edith. Perfect form. Primrose-yellow, tipped bright carmine.

Nora Reynolds. Indian red. Fine form.

Pale Face Papoose. Sulphur yellow.

Pee Wee. Soft yellow to brown. Cunning.

Rose Wilmoth. Rose pink. Fine form.

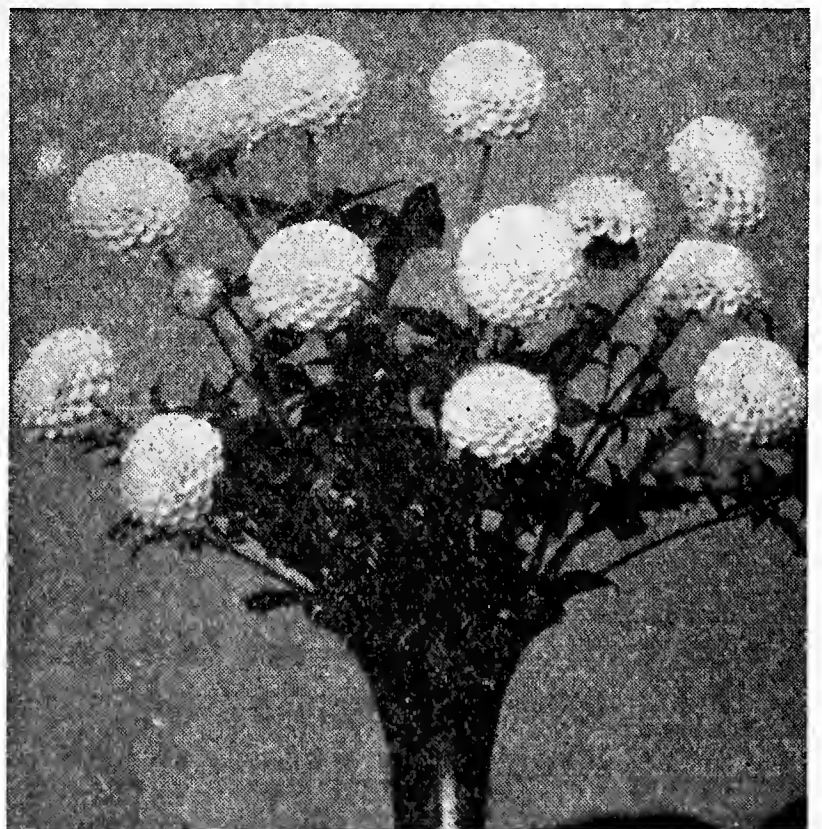
Tom Thumb. Garnet red. Very tiny.

White Papoose. Pure white. Good stems.

Yellow Gem. Pure yellow. Best of the yellow Poms.

Mixed Poms

Leave it to me to send you a dandy mixture of these best of the Pompons (none labeled) at 5 for \$1.10; 10 for \$2.00, prepaid.



White Pompon Dahlias

New Super Giant Aster---"Los Angeles"

This is the largest and most fully double Aster known. The flowers are from six to seven inches across. The plants reach a height of 2½ to 3 feet, with six to eight long, non-lateral stems per plant.

The color is a lovely pure shell pink, the first of a new race of Asters, resembling the famous Giants of California type, but earlier, larger and with longer and better stems, which need no disbudding.

The large flowers are most artistic, due to the curling and interlacing of the petals, giving a light feathery effect. Flowers deeper and fuller centered than the others of this type. Pkt. 15c; 3 pkts. 40c; ¼ oz. 90c.

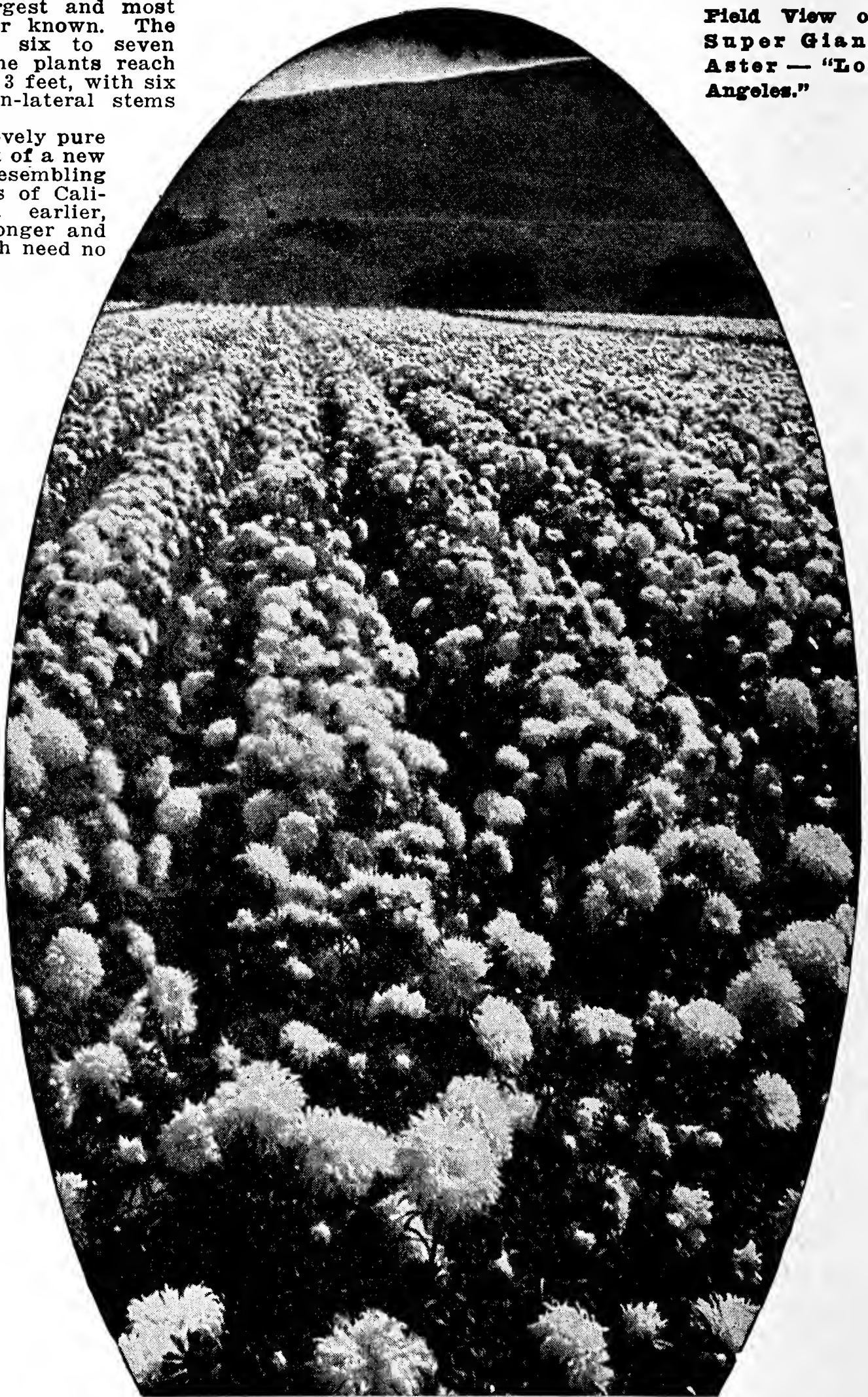
Special

One 15c pkt. each of Los Angeles, Rosebud and Golden Sheaf Asters for 35c.

Culture

The aster does best when brought to flower late in the season. It comes in after many other flowers have come and gone, and will bloom right up until rather heavy frosts. However, a succession is desirable, and can be had in several ways. By planting seed at intervals of several weeks from March indoors to last of May outdoors, you can prolong the aster season a number of weeks. Planting early and late varieties at the same time will also accomplish this to a considerable extent.

Field View of Super Giant Aster — "Los Angeles."



New Super Giant Aster---"El Monte"

EL MONTE is a companion to the original Super Giant, Los Angeles. Same type and a real giant. The only really large flowered **crimson** Aster.

Color, deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branched stems.

EL MONTE is early blooming for such a giant variety, coming in before the California Giant varieties, and remaining in flower for a long time. Pkt. 25c.

LONG'S

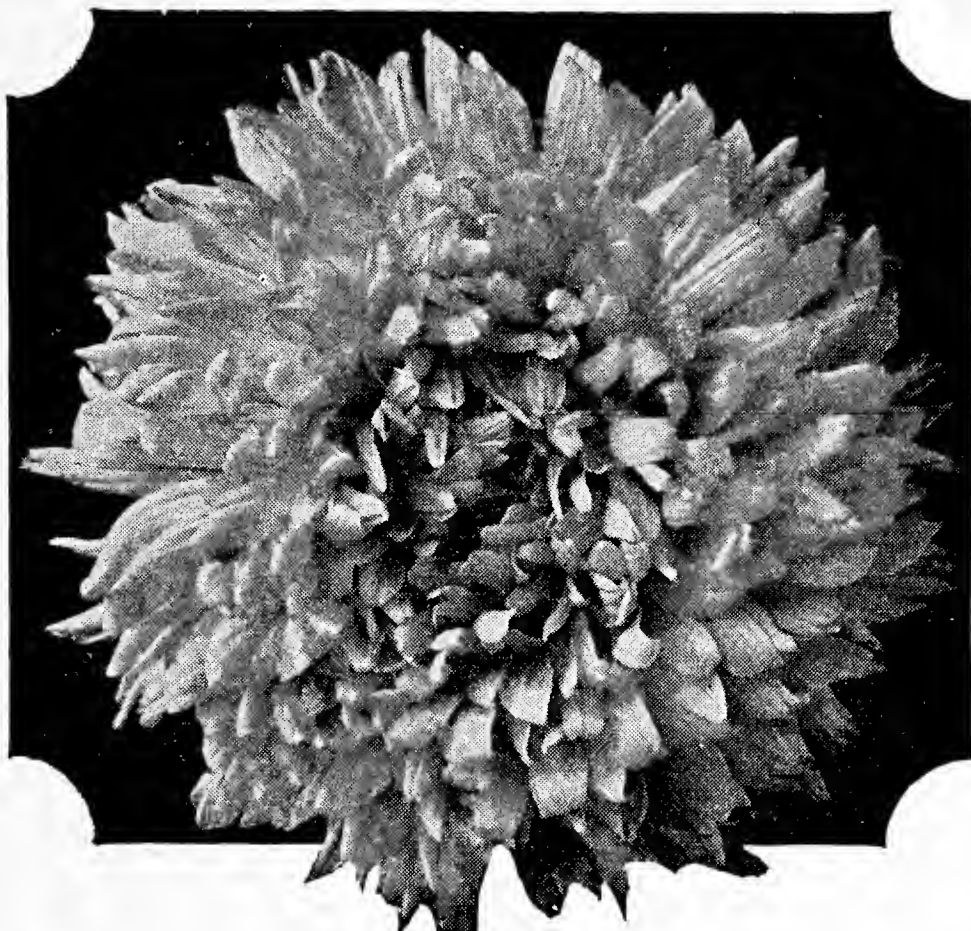
Large and Lovely Asters

New Peony-Flowered Aster—"Rosebud"

"Rosebud." A1. Color, clear deep rose. Flowers immense size and fully double, borne on long, stout non-lateral stems.

Plants 2½ to 3 feet tall, same height and same blooming season as the new "Los Angeles" Aster. These two make a lovely pair. Plant some of each. Pkt. 15c; 3 pkts. 35c; ¼ oz. 80c.

A1 Special One 15c packet each Rosebud, Los Angeles and Golden Sheaf for 35c. (Golden Sheaf page 24.)



Boulderado Beauty Form of flowers illustrated above. Plants vigorous, 30 to 36 inches tall. Flowers immense, fully double, borne on long, straight stems, last two weeks after cutting.

- | | |
|--------------------|-------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A26. Mixed |
| A25. Peach Blossom | |

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|----------------|---------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Special Aster Prices All Asters listed above (except "Rosebud") at: Pkt. 10c; 3 pkts. 25c; 7 pkts. 50c; 15 pkts. \$1.00. You sort up whatever packets you wish at these prices.

Bulk Aster Prices All above kinds (except "Rosebud") at: ⅛ oz. 30c; ¼ oz. 50c; ½ oz. 80c.

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Late.

- | | |
|----------------|---------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| A36. Mixed | |

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|---------------|-----------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| A13. Mixed | |

Everlasting Aster A16. Resembles pink Straw Flower. When dried retains color and shape.

Sunshine A17. Improved Giant California. Single, anemone-flowered. The new strain, mixed colors.

Wilt Resistant Strain of Asters

If you never have trouble with Aster wilt, then the regular strains, same we and other seedsmen have always sold, will be O. K. for your garden.

But there is an Aster wilt disease caused by a parasitic fungus. If this once gets into your soil it remains there indefinitely, causing ordinary strains to wilt and die, whereas the plants of wilt resistant strains will nearly all resist this disease.

This resistance is to wilt only, not to another disease known as Aster yellows, caused by leaf hoppers. No remedy for yellows except to grow the plants entirely protected with cheese cloth sides and cover.

Not all varieties of Asters have yet been produced in the wilt resistant strains. We have the following for this season:

Boulderado Beauty WR20. Shell Pink. WR21. Rose Pink. WR22. Lavender. WR23. Purple. WR24. White. WR26. Mixed.

Early Royal WR2. White. WR3. Purple. WR4. Peach Blossom. WR5. Rose Pink. WR6. Lavender. WR7. Mixed.

Crego WR8. White. WR9. Rose Pink. WR10. Shell Pink. WR12. Lavender. WR13. Mixed.

Heart of France WR16. Large, deep red, long stems.

Prices for Wilt Resistant Asters listed here; All at pkt. 15c; 2 pkts. 25c; 5 pkts. 50c; 11 pkts. \$1.00; ¼ oz. 40c; ½ oz. 60c; 1 oz. \$1.00.

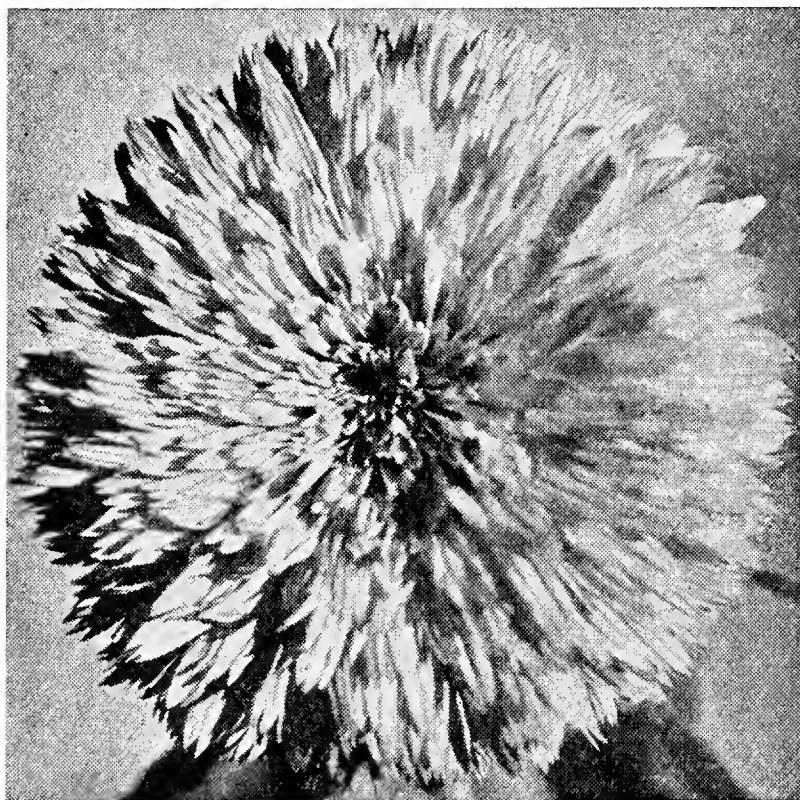
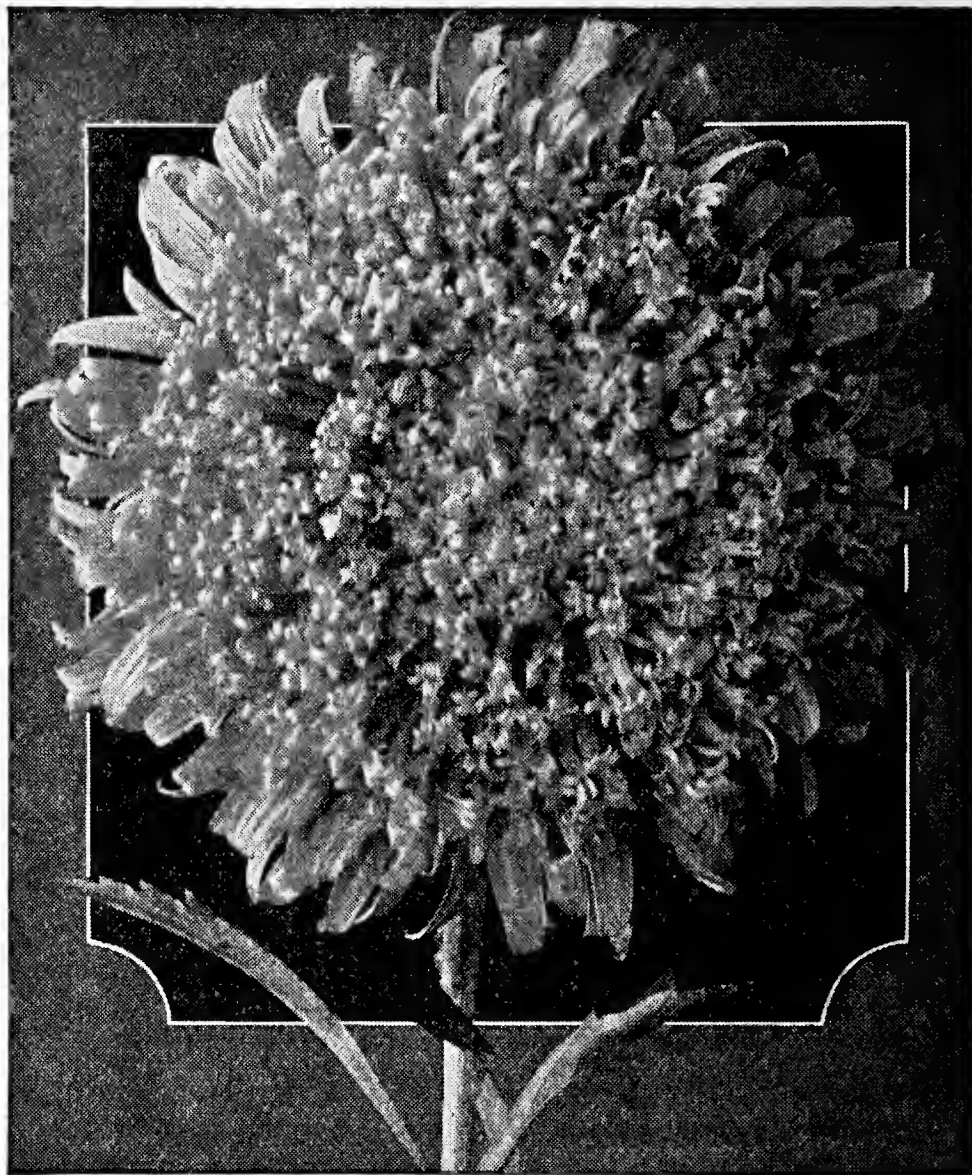
New Yellow ASTER Golden Sheaf

The "Yellowest Yellow" yet produced. None so deep yellow as we might wish, but here is the best yet. And it's a wilt resistant strain.

Originator's description:

"We take pleasure in introducing Golden Sheaf, the deepest yellow aster yet offered, and the only one that is wilt resistant. The flowers are fully double, with an attractive crest-like center, of good substance and fine depth of petal. It has all the characteristics of the Aurora type of aster so popular now with florists. The flowers last well when cut, and are excellent shippers." Pkt. 15c; 3 pkts. 40c; 1/4 oz. 90c.

SPECIAL: One 15c pkt. each Golden Sheaf, Rosebud and Los Angeles Asters for 40c.



"Chrysanthemum-Sunflower"

F104. Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. Special stock from my own plants, re-selected for years. Ordinarily this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. Price for Re-Selected Seed: Pkt. 10c; 1/2 oz. 40c oz. 75c.

"Red and Gold" Sunflower

F106. Originated here at Boulder by Prof. Cockerel. Often listed as the RED Sunflower, but does not come all red. Flowers single, 6 to 9 inches, vary from lemon to coppery-red. Many blooms marked like Gaillardia. Plants about 7 feet high. A distinct novelty. Pkt. 10c; 1/2 oz. 50c.

Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root



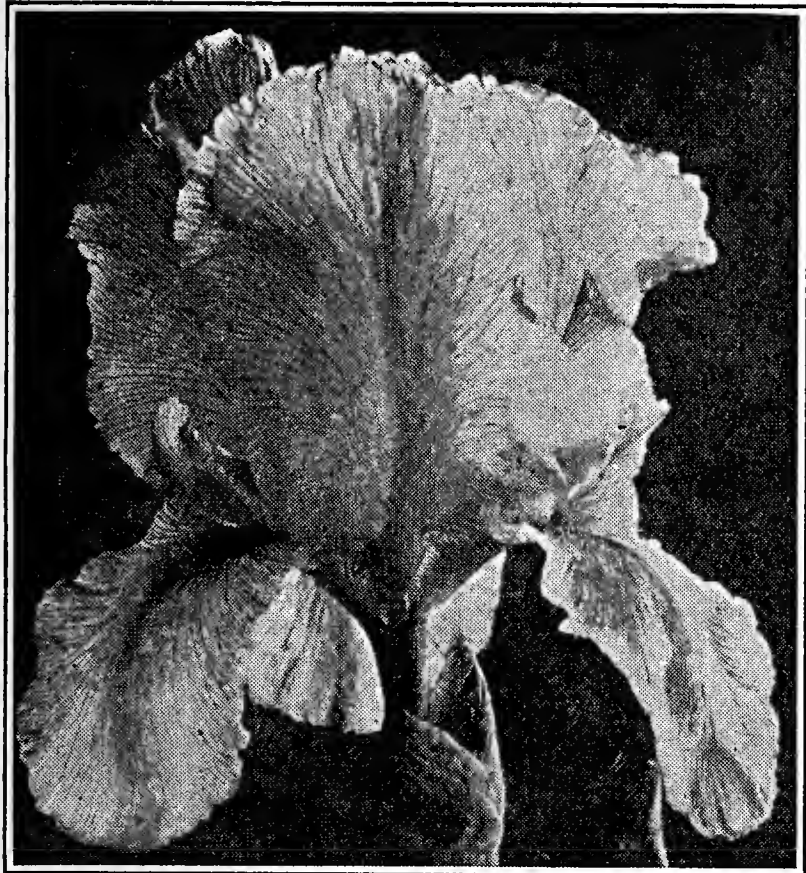
and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, and delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results. There is no set rule as to this. They thrive 'most any way if given good soil and reasonable care.

Prices: One clump \$1.00; 3 clumps \$2.50; 5 clumps for \$4.00. Prepaid anywhere in U. S. A.

No Iris for Sale Until July, 1936

Send NOW for Summer Iris Price List



This world famous Iris, Wm. Mohr, is one of the "must haves." Gigantic, yet beautiful.



The lovely Frieda Mohr Iris as it grows in my Mile High gardens.

As you may have observed, there has been a great awakening in the Iris world the past few years.

New and wonderfully improved varieties have been originated. Colors and combinations of colors that were never dreamed of are now to be had in these new varieties of Iris.

The size, too, has been increased far beyond fondest expectations—size of plants, stems and blossoms.

Lucky for my customers, I've been buying many of the best of these new Iris introductions and increasing stocks under our favorable "Sunny Colorado" conditions.

So now I'm lined up to offer you the cream of modern Irises and at prices as low as the same quality of stocks can be had anywhere.

And some marvelous varieties are now very reasonably priced. Some real new and scarce kinds, of course, cost more, but will be cheaper in a year or two.

The point is, begin this year, 1936, to start a collection of the world's most beautiful Irises.

Plant Iris in summer or fall. That's the best time to set out your Iris roots. Practically sure then to bloom well the next spring.

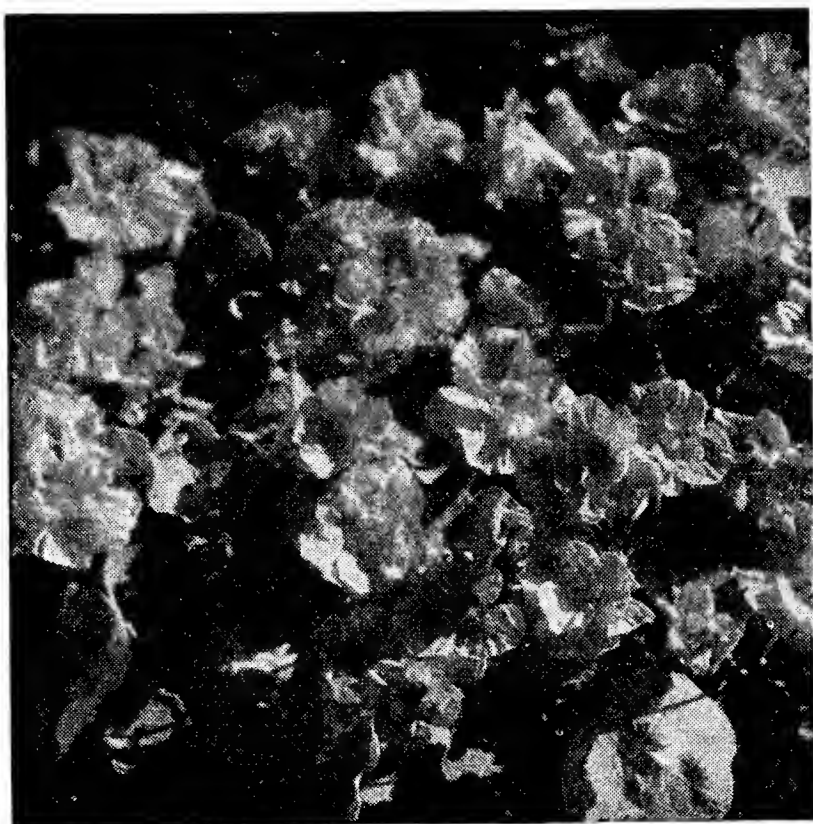
I'm making great preparations to begin digging and shipping Iris from about July 5th to October 15th.

My new Iris price list will be ready about June 15th. This list will not be sent to all on my regular mailing list, but to those who bought Iris of me in 1935, and all others who ask for this list.

I want you to have my 1936 Summer Iris List, but how am I to know who wants it—unless you tell me? Chances are if you wait till summer you will forget to ask for this list.

SO-ooo-oo! Send me word any way you find most convenient. Drop me a post card or letter. Make a notation at bottom of your order. Or fill in the blank at right and mail it with your order or in a separate envelope.

IT'S FREE
J. D. LONG, Boulder, Colorado.
Please put my name on your Special Iris Mailing List, and send me your 1936 Summer Iris folder as soon as ready.
Name.....
Address.....



New Double Sweet Scented Golden Gleam Nasturtiums

GOLDEN GLEAM NASTURTIIUM

GOLDEN GLEAM, the new sweet scented golden flowered Nasturtium with long stems, has already won many medals and prizes in America and Europe.

Splendid for bedding and borders. Very floriferous, the charming blossoms on long stems almost hiding the foliage.

An inexpensive answer to that porch box problem. (The illustration above shows part of a window or porch box—just "Golden Gleam" in the box.)

Delightful for pots also. The plants send out runners, so you can use either way—let them run and trail, or clip them off if you wish to keep in bush form. Note the new low prices. **Pkt. 10c; oz. 20c; ¼ lb. 60c.**

New Nasturtium "Double Scarlet Gleam"

The flowers are a fiery orange scarlet, a color comparable to the brilliance of Scarlet Sage, or seeing a row of the plants one might visualize a showy border of scarlet Geraniums.

The individual blooms are of an immense size, almost 3 inches across, much larger than any Nasturtium ever known. The sweet fragrance is more pronounced, and the double flowers more uniformly well formed.

The foliage is the same lush green characteristic of Golden Gleam, and the contrast of the large, double, fiery orange scarlet flowers above their cool restful green leaves attracts and holds the eye at once, while the ease with which they can be grown under almost any conditions will make Scarlet Gleam the most popular all-around annual.

The plants are semi-dwarf, throwing short runners from a well-rounded, free-flowering bush, with long wiry stems bearing the numerous flowers well above the foliage, which gives the effect of a solid mass of color. **Pkt. 10c; ½ oz. 30c; oz. 50c.**

New Nasturtium "Double Orange Gleam"

ORANGE GLEAM is the finest Gleam Nasturtium since the first introduction, Golden Gleam. The flowers are very large, uniformly double and profusely free flowering, while the color is entirely new in the Nasturtium family—a deep glowing golden orange, with a deeper shading at the center. The plants are semi-dwarf, bearing the flowers well above the light green foliage on long, wiry stems. The sweet scent characteristic of all the Gleams is very pronounced, making the flowers especially fine for any garden or cutting use. **Pkt. 20c; ¼ oz. 45c; ½ oz. 85c; oz. \$1.40.**

New Nasturtium "Double Gleam Hybrids"

The Hybrids are a collection of gorgeously colored, large, well-formed flowers of such dazzling beauty that the mind hesitates to credit the evidence of the eyes. Colors certainly never dreamed of before in a double Nasturtium abound in profusion—glorious flowers of salmon, golden yellow, orange scarlet, cerise, cream yellow, orange, crimson, and gold flushed scarlet combine with the foliage of fresh green.

The plants are semi-dwarf, throwing short runners from well-rounded, free-flowering bushes. Stems are long, and bear the flowers well above the foliage of the plant. In the garden or for cutting no flower could be more lovely. **Pkt. 10c; ½ oz. 25c; oz. 40c.**

NOTE. All double Gleam Nasturtiums are so new yet that the type is not 100% fixed. A certain percent will come single and semi-double, especially the first blooms. See page 34 for Dwarf and Tall Nasturtiums, standard varieties.

Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of prize-winning Tall Double Annual Larkspurs. See illustration. Note the many spikes of blooms, all from one plant.

BLUE SPIRE. L1. Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; ¼ oz. 35c; ½ oz. 65c.

CARMINE KING. L2. A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

EXQUISITE PINK IMPROVED. L3. This is greatly improved over the former Exquisite Pink. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

EXQUISITE ROSE IMPROVED. L4. An improvement over the older variety, Exquisite Rose. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

GLORIA. L5. A lovely rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; ¼ oz. 35c; ½ oz. 65c.

LILAC QUEEN. L6. Rich lilac, shading to lavender-blue. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

LOS ANGELES. L7. Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

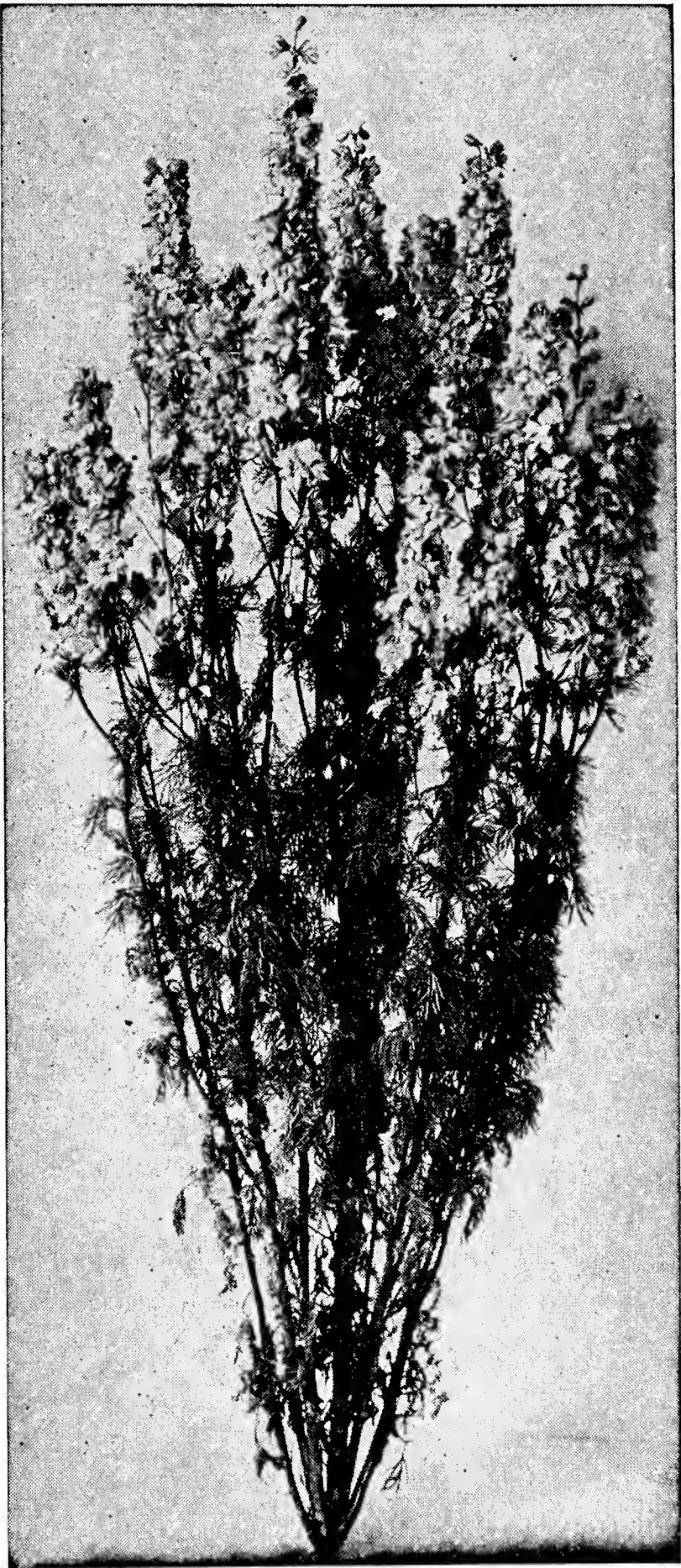
ROSAMOND. L8. New. Winner of Gold Medal. A pure bright rose that does not fade. The many spikes are covered with fully double flowers. Extra early. Pkt. 15c; ¼ oz. 40c; ½ oz. 70c.

THE EMPRESS. L9. Fine rose-pink, shaded salmon, true branching from the base. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

WHITE SPIRE. L10. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.
(Any two packets the above for 25c.)

LONG'S SPECIAL MIXTURE. L15. Of Giant Imperial Larkspurs, containing all the best colors. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

SPECIAL LARKSPUR COLLECTION. F090.
One pkt. each of the above ten rare Larkspurs (value \$1.50) for 90c, prepaid.



Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.

Other Good Tall Larkspurs

Not so new, but splendid also. Continue to bloom long time. Very effective in borders and planted among shrubs. Stock-flowered type. Splendid for cutting, and last well.

AGERATUM BLUE. L20.
BRIGHT ROSE. L21.
DARK BLUE. L22.
EXQUISITE PINK. L23.
LUSTROUS CARMINE. L24.
PURE WHITE. L25.

ANY 6
PKTS.
FOR 40c

Any of these 6 delightful colors at 10c a pkt.; 3 pkts. 25c; 6 pkts. 40c.

Dwarf LARKSPUR. Annual. Mixed.
Pkt. 5c; ½ oz. 25c.

Pansies

LONG'S

Super-Giant Mixture

If you buy just one packet I'd suggest my SUPER-GIANTS, MIX, because it contains so many of the finest varieties—all in the one mixture.

Pkt. 25c; 5 pkts., \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.50; oz. \$6.00.

Maple Leaf Giants Mixed

Leaves and blooms both extra large, of heavy substance. Unusual colors. Pkt. 40c.

Large Flowering P2. Mixed. Pkt. 10c.

Jet Black P4. Medium size. Pkt. 10c.

White P5. Large. Pkt. 10c.

Golden Yellow P6. Pkt. 10c.

Mad. Perret P7. Rose. Pkt. 10c.

Giant Masterpiece P8. Many petals curled; mostly dark, velvety shades. Pkt. 10c.

Giant Bugnot P9. Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.

President Carnot P10. White with violet blotches. Pkt. 10c.

President McKinley P11. Glowing yellow, blotched with deep reddish brown. Pkt. 10c.

Swiss Giant Mixed P14. Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

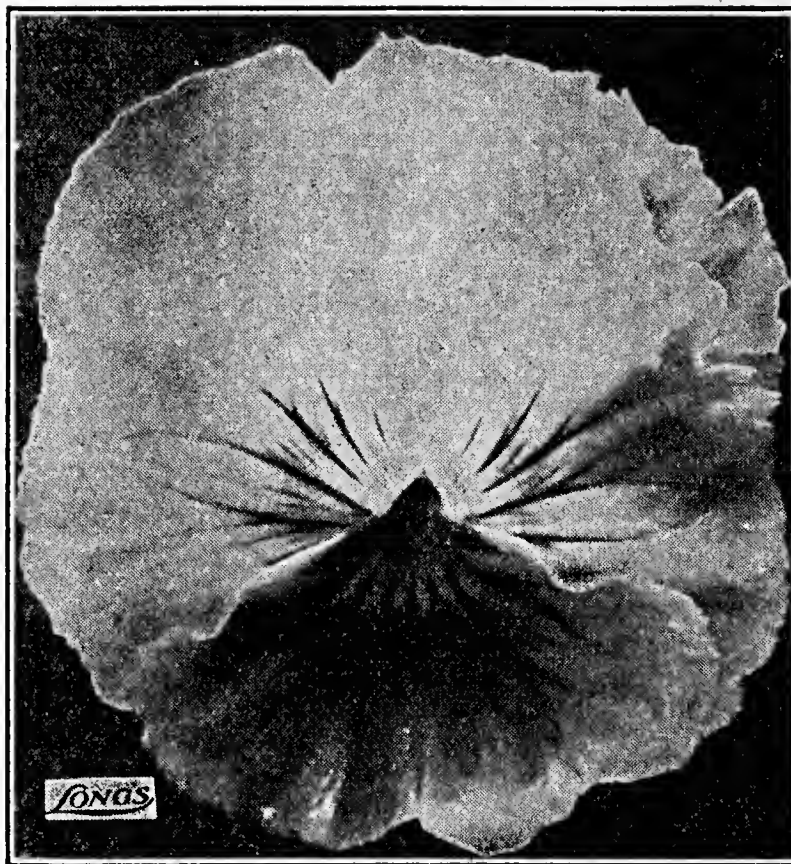
Swiss Blue P15. LAKE OF THUN. A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

Swiss Cardinal P16. ALPENGLOW. Another outstanding and very rare color in pansies. Pkt. 15c.

Swiss Yellow P16 1/2. RHINEGOLD. Lovely golden yellow with brown blotches on the three lower petals. Pkt. 15c.

Triumph of the Giants P18. The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

Adonis P19. LIGHT BLUE. Light blue with lighter margin. Good size. Pkt. 10c.



Pansies

Oregon Giants

Immense blooms of very heavy texture in wonderful shades and coloring.

Plants robust, stems long and strong, so that when cut, with some of the foliage, a few blooms arranged in a bowl make a gorgeous display.

Our seed grown by the originator. Commercial pkt. (about 600 seeds) \$1.00; smaller pkt. (150 seeds) 35c.

Ruffled Giants P17. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

Prince Henry P20. DARKEST BLUE. Rich deep blue. Large. Wonderful. Pkt. 10c.

Pansy Pkt. Discounts

Any 10c Packets: 3 for 25c; 7 for 50c.
Any 15c Packets: 2 for 25c; 4 for 45c.
Any 20c Packets: 2 for 35c; 7 for \$1.00.

Outdoor Pansy Plants

Grown from my SUPER-GIANT MIXED seed. Mixed colors only. If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS. They have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.

IT'S THE ROOTS THAT COUNT. Tops develop fast in your garden if roots are strong.

100 Plants \$2.00, Prepaid

This special price is for what I call the TRANSPLANTING SIZE. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. But all come into bloom very soon after planted in your garden. Best buy is to take the TRANSPLANTING SIZE. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00.

PANSY PLANTS IN BLOOM

Can not offer pansy plants in bloom this season. Get them from some near-by grower or dealer. (The small plants ship better.)

My supply of Pansy Plants is small this season, and will be shipped only as far as 5TH ZONE—Not east of Chicago or south of Memphis, Tenn.

CALIFORNIA POPPIES

(**Eschscholtzia**)

Ramona F039. A California Poppy decidedly and delightfully different in type and color. Inside, golden bronze. Outside, coppery rose. **RAMONA** sure has class. The fluted form, which gives it the appearance of being double, and the delicate coloring, combine to produce a new effect that we never dreamed of in California Poppies. Pkt. 15c; ¼ oz. 50c.

Salmon Beauty F040. Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; ¼ oz. 50c.

Copper Bowl F035. Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; ¼ oz. 35c.

Crocea F036. Rich orange, same as the well-known single Calif. State Flower, but double. Lovely. Pkt. 10c; ¼ oz. 35c.

Geisha F037. Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; ¼ oz. 35c.

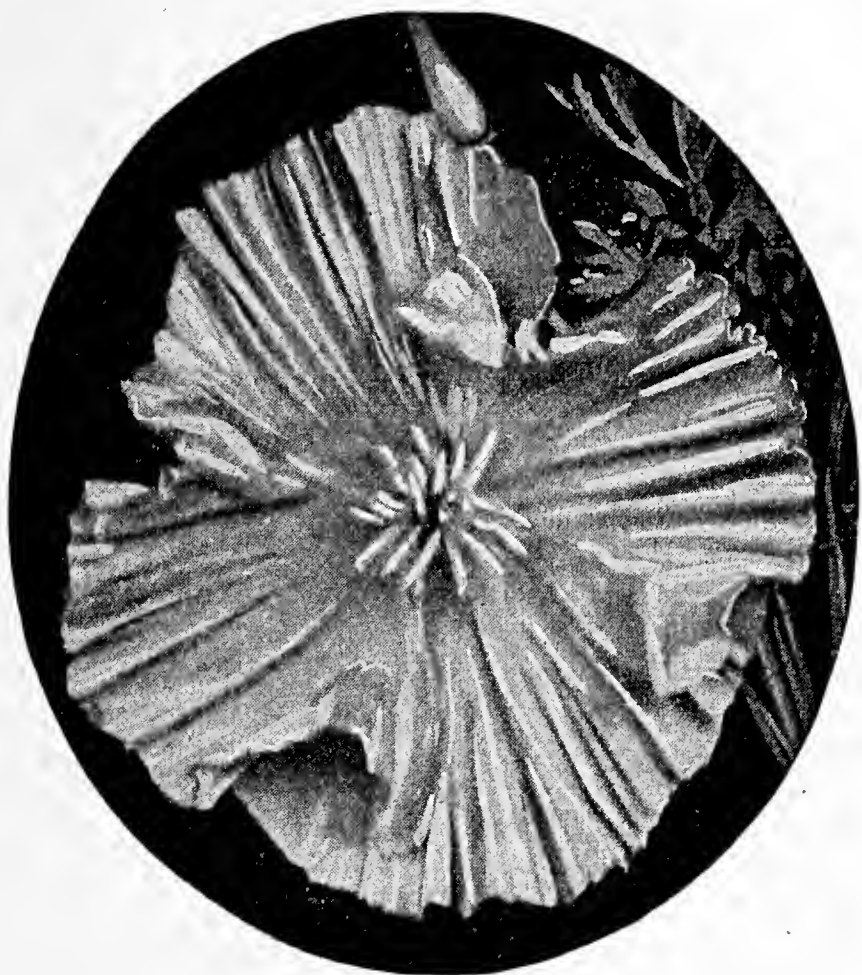
Vesuvius F038. Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; ¼ oz. 35c.

Golden West F36. Orange. California State Flower. Single. Pkt. 10c; ½ oz. 30c.

Long's Brilliant Mixture F38. Best kinds and colors of California Poppies. Pkt. 5c; ½ oz. 25c.

Persian Rug Mixture F09. California Poppies. These colors in bloom—red, chrome, pink, copper-red, claret, purple—make you think of a beautiful Persian rug. Pkt. 10c; ¼ oz. 35c.

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.

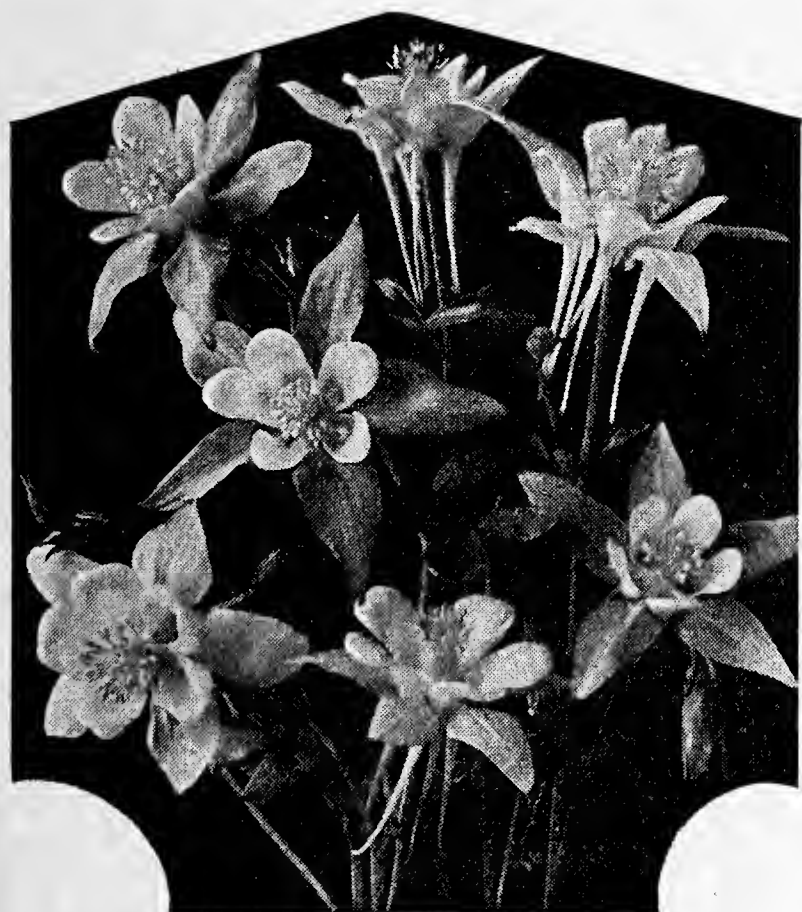


Ramona

Ramona Hybrids Lovely mixture of Ramona type, but various new colors. Mixed. Pkt. 15c; ¼ oz. 50c.

60c Collection

One packet each of the above 6 California Poppies and Ramona Hybrids. Value 95c, for 60c.



Columbine

Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Thrives in any state except in extreme south. Does best in partial shade. **Plant early.** Starts growth early in spring.

ROCKY MT. COLUMBINE SEED. Pkt. 10c; ¼ oz. 35c; ½ oz. 60c; oz. \$1.00.

ROCKY MT. COLUMBINE PLANTS. Small one year seedlings. Good size for transplanting. 3 for 50c; 8 for \$1.00; 18 for \$2.00, prepaid.

Columbines "Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

"RAINBOW BLEND" SEED. Pkt. 25c; ¼ oz. 50c; ½ oz. 80c; oz. \$1.50.

"RAINBOW BLEND" ROOTS. Small year old seedlings, mixed colors only. Plant early. 4 for 50c; 9 for \$1.00; 20 for \$2.00, prepaid.

Vivid Verbenas

In recent years Verbenas have been wonderfully improved in size and color. The modern Verbena retains the vigor and free flowering habit of the old-time strains in grandmother's garden, but surpasses them in size and vivid coloring.

"Easy to Grow. Make a Big Show"

GIANT LAVENDER. (Lavender Glory.) New. True lavender, with white eyes. Said to be the most glorious color in Verbenas. (A few will not come true lavender, but can be pulled out.)

GIANT PINK. (Luminosa.) Luminous flame pink, shading to salmon.

GIANT RED. (Lucifer.) Vivid scarlet.

GIANT ROYAL BLUE. (Royale.) Royal blue, with creamy yellow eye. New.

GIANT WHITE. (Waller-Franklin.) Large, pure white. Lovely.

GIANT VIOLET. (Violacea Stellata.) Deep violet with white eye.

GIANT MIXED. The above and still other giant varieties mixed.

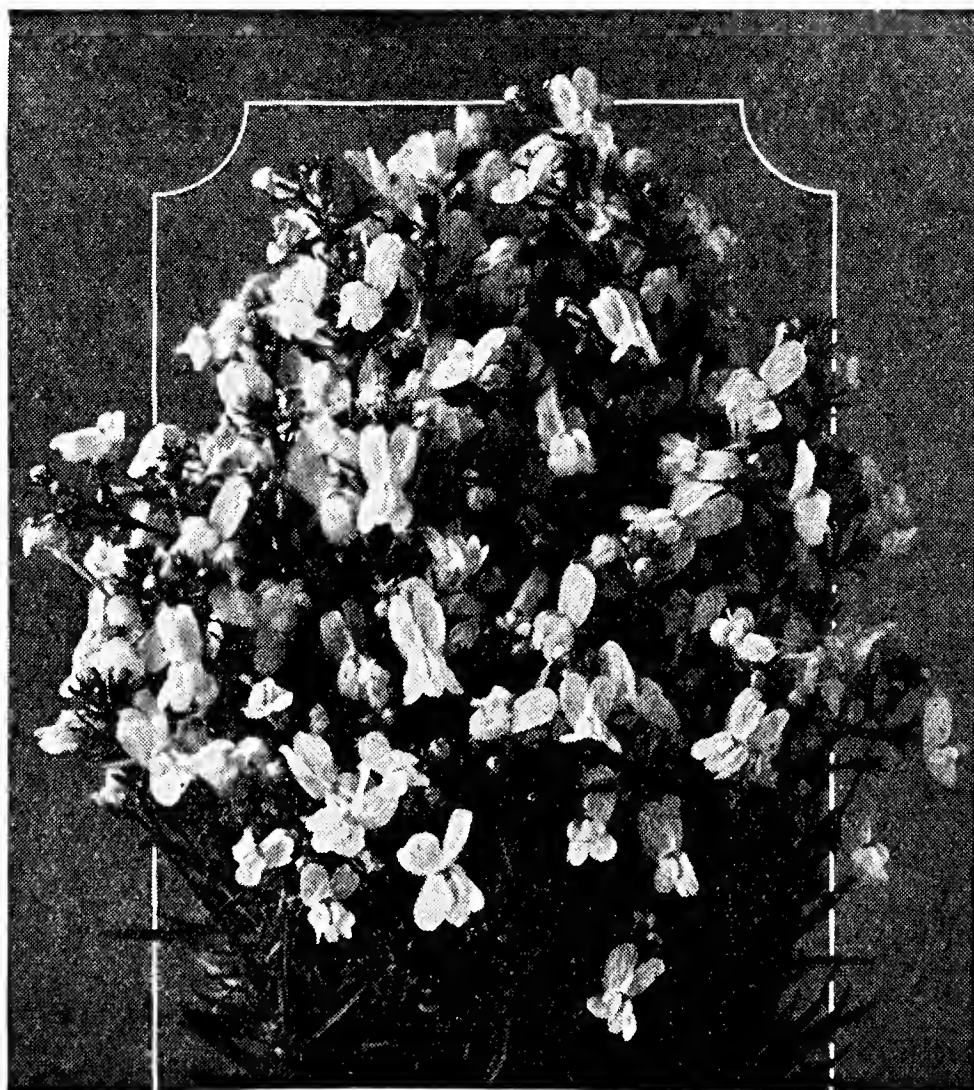
PRICES: Any of the above 6 kinds, or mixed, at, Pkt. 15c; 2 pkts. 25c; ¼ oz. 40c; ½ oz. 70c.

VERBENA COLLECTION

One pkt. each the 6 varieties Verbenas for 65c.



Verbena Hybrid Grandiflora Royale



Lovely Linaria—"Fairy Bouquet"

Linarias "Baby Snaps"

This is a hardy annual with small, dainty flowers resembling miniature Snapdragons and in addition each flower has a long Columbine-like spur. It makes a nice cut flower and the clumps form an interesting feature of the annual border. Blooms in about 8 weeks from seed. To get the best results seed should be sown thinly, the seedlings thinned out to about 12 inches. Fine for rock gardens.

MAROCCANA HYBRIDA EXCELSIOR, MIXED. Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose, with many lighter art shades. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

FAIRY BOUQUET. In mixed colors like Maroccana hybrids, except that this new strain is greatly improved by more compact growth, 8 inches tall, and with extra large flowers of a great variety of distinct colors, such as rose, yellow, pink, lavender, carmine, red, violet, white and salmon. Very quick to bloom after planting, light and airy plants. Pkt. 20c; ¼ oz. 60c; ½ oz. \$1.00.

GIANT SNAPDRAGONS

(Antirrhinum)

Plants medium height, require no staking. Flowers large and lovely. Splendid for cutting as well as garden display.

Giant Pink
Giant White

Giant Red
Giant Yellow

Long's Special Mixture

Any color or mixed: Pkt. 10c; 3 pkts. for 25c; 1/8 oz. 50c.

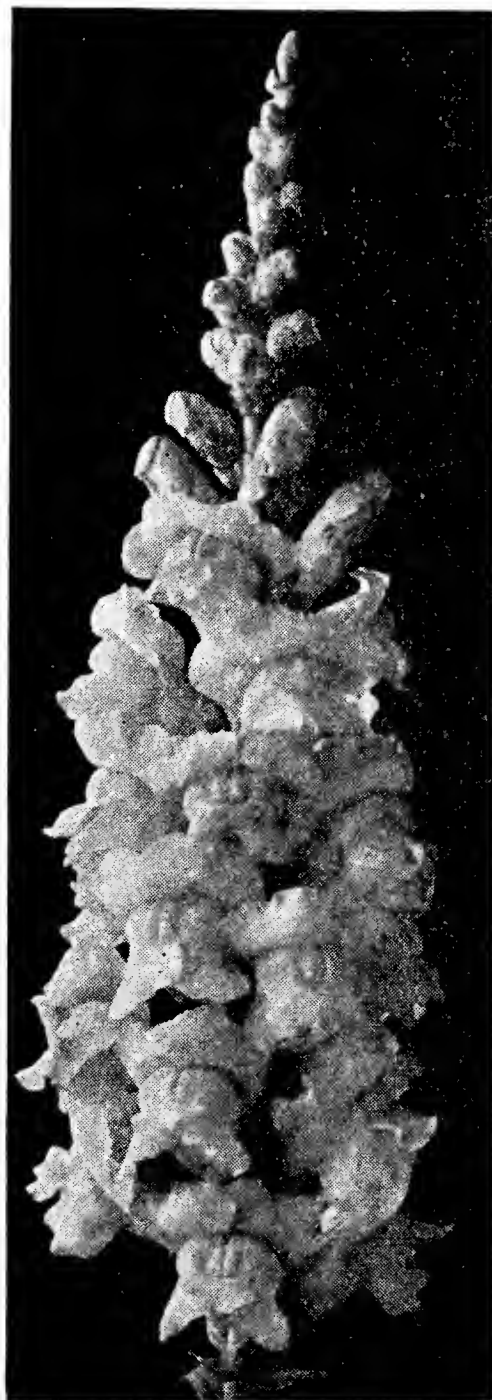
New Rust Proof Strain

More good news! Thanks to the skill and untiring efforts of trained plant breeders, we not only have the Wilt Resistant Asters but also **Rust Proof Snapdragons**.

We can now sow seed of this popular flower with assurance that the plants will survive, flourish, and reward us with their lovely blooms, even though we may have had to forego these flowers in recent years, due to a disease known as rust.

In some localities and during some seasons this rust has been a serious problem, often ruining the entire bed of Snapdragons. Seems too good to be true that now we have this special strain from which 75% or more of the plants will withstand the severest attack of rust.

In a few years plant breeders will develop rust proof strains of Snapdragons in all types and colors. So far the best work seems to have been done with mixed colors, known as UNIVERSITY OF CALIFORNIA MIXTURE, so named because developed at Davis, California, by the California Agricultural College plant specialists, cooperating with best talent from some of the large flower seed commercial growers. **Pkt. 20c; 3 pkts. for 50c.**



Snapdragon

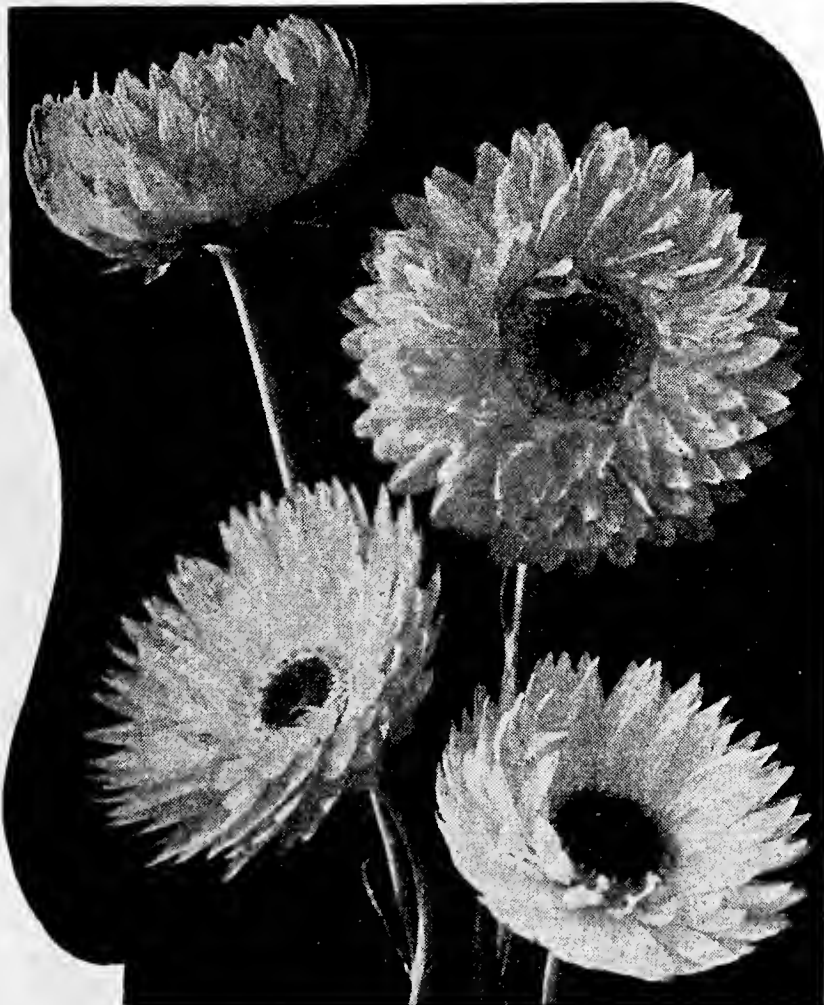
Double Shirley Poppies

You'll like these!

F0137. Rose.

F0138. Salmon.

F0139. Mixed Double Shirley Poppies. Your choice, Pkt. 10c. Any 3 Pkts. 25c. 1/4 oz. 40c.



Acroclinium New Large Flowered Double Hybrids

ACROCLINIUM

"Everlasting Flower"

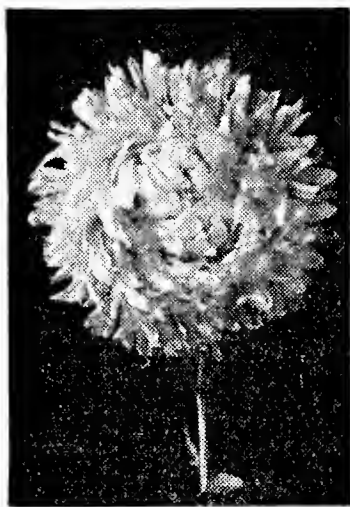
New Annual Large-flowered Double Hybrids

It is a gala occasion when the florist discovers a flower variety, entirely new and different, which sells on sight. Such a variety is this new Acroclinium, so greatly improved over the old variety that they can scarcely be recognized as members of the same family.

They are free summer-flowering plants for garden decoration; the flowers dry as "Everlastings" for winter bouquets. They are also grown as pot plants for market. In full bloom the plants are striking and effective. Very showy in garden. Easy to grow.

The double flowers are extremely large, at least twice the size of the ordinary strain, on 12 to 18-inch stems, which are borne freely over a long flowering period. The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. While some of the flowers have a light eye, the majority are enhanced by a boldly contrasting dark center. Largely double, some come semi-double. **Pkt. 15c; 1/8 oz. 40c; 1/2 oz. 75c.**

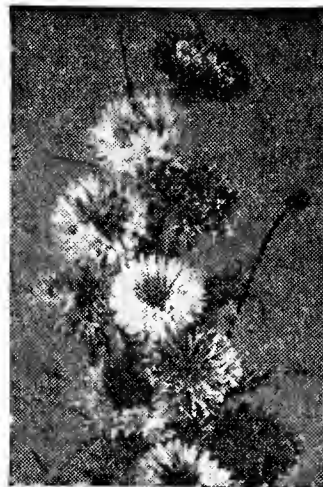
32 Most Popular, Easy-to-Grow Flowers. Your Choice: Pkt.



Aster
Long's Special
All types—all colors



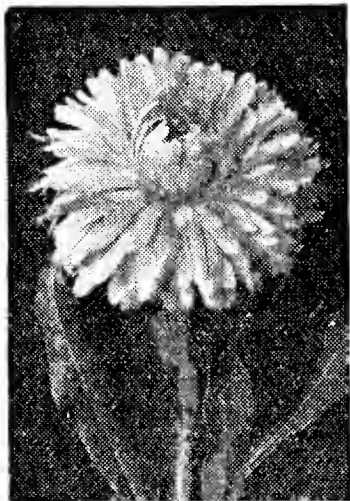
Baby's Breath
London Market annual
White improved



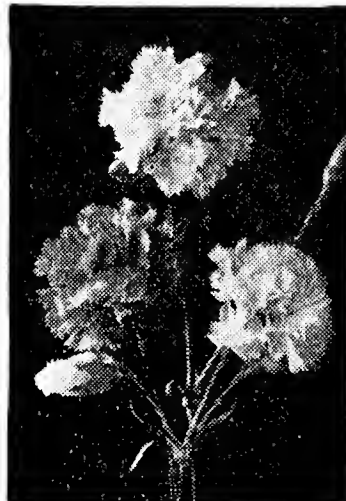
Bachelor Button
Double finest mixed
Splendid for cutting



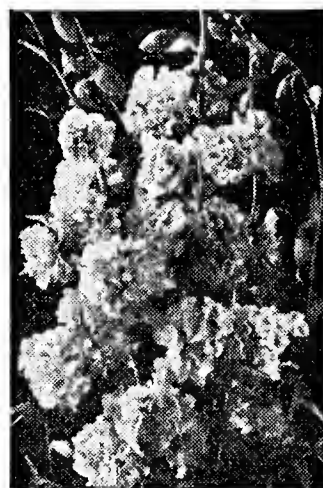
Balsam (Mixed)
(Lady's Slipper)
Children's favorite



Calendula
New Sunshine Strain
Buttercup yellow



Carnation (Hardy)
Chabaud's Giant
Mixed colors



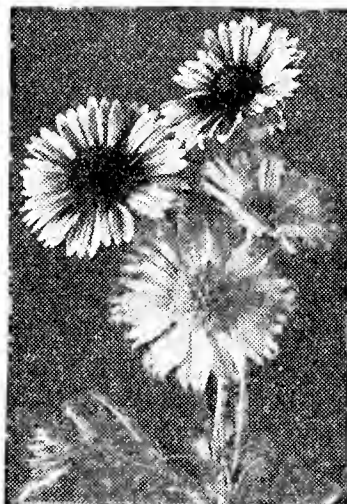
Clarkia
Double Carnation
Flowered. Mixed.



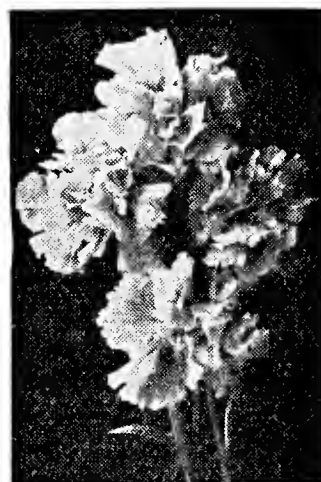
Cosmos
Early Giant Flowered
Fine mixed



Evening Primrose
Large, yellow,
fragrant



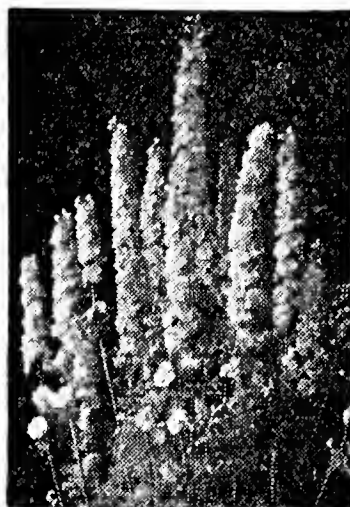
Gaillardia
Shades of bronzy red
Golden tipped. Robust.



Godetia
Gladiolus flowered
Mixed for cutting



**Kochia—Summer
Cypress**
Foliage red in fall



Larkspur
Giant Imperial Mixed
Finest cutting



Marigold
Tall African
Mixed colors



Nasturtium
Golden Gleam
Sweet scented



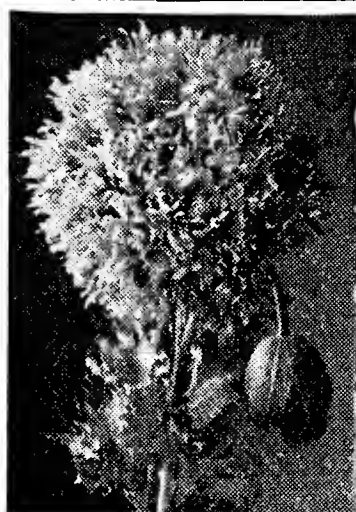
Petunia
Choice mixed colors
Splendid

Your Choice Both Pages: Pkt. 10c; 3 for 25c; 7 for 50c; 15 for \$1.00

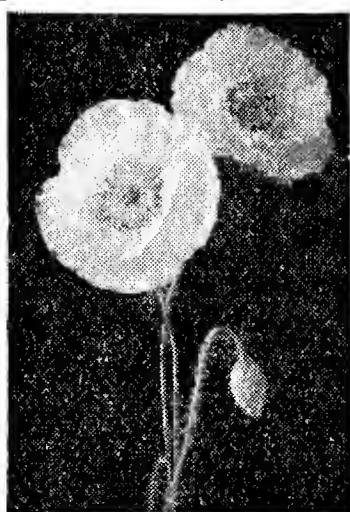
10c, 3 for 25c; 7 for 50c; 15 for \$1.00; Alike or Assorted.



Phlox—Annual
Grandiflora
Choice mixed



Poppy—Double
Carnation Flowered
Fringed petals. Mixed.



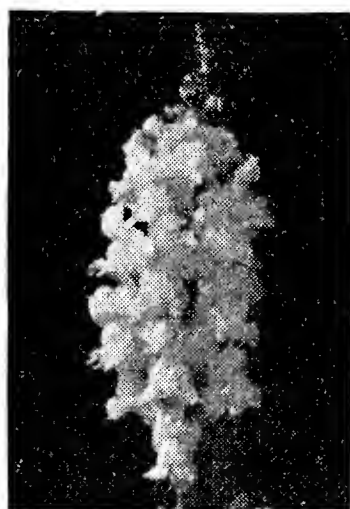
Poppy
Shirley—All types, all
Colors mixed.



Salpiglossis
(Velvet Trumpet)
Mixed colors. Showy.



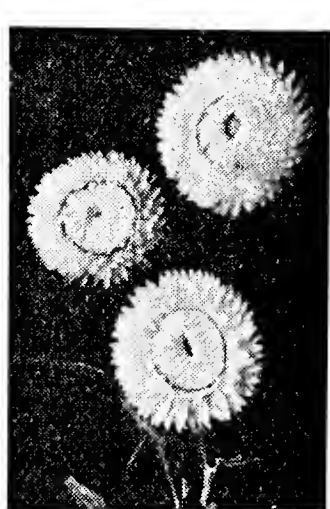
Scabiosa
(Pin Cushion Plant)
Mixed colors



Snapdragon
Large, lovely flowers
in many colors, mixed



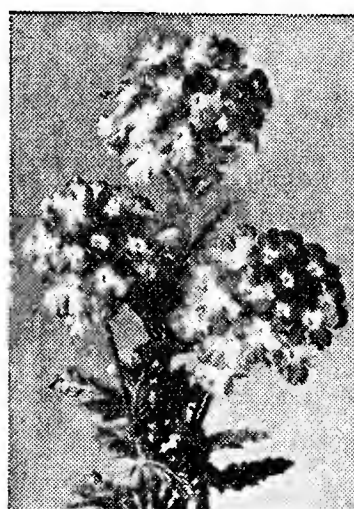
Stocks (Ten Weeks)
Annual. "Cut and
come again." Mixed.



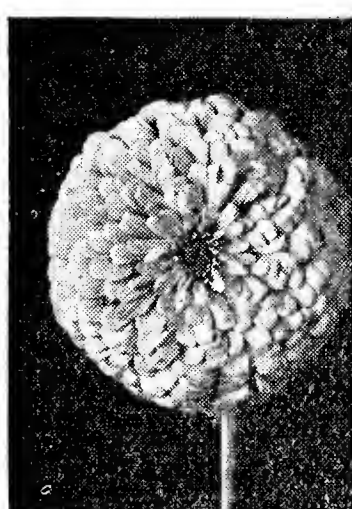
Strawflowers
(Everlastings)
For winter bouquets



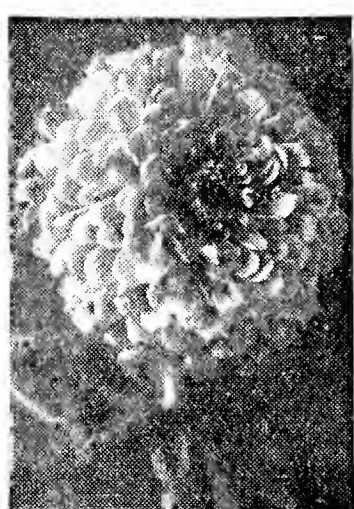
Sweet Pea—Long's
"33 in 1" Spencer
mixtures. Gorgeous.



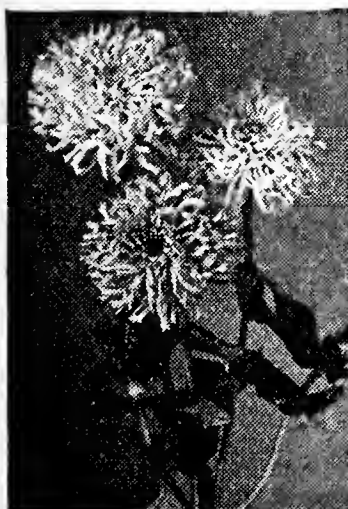
Verbena
Make a big show
Giant mixture



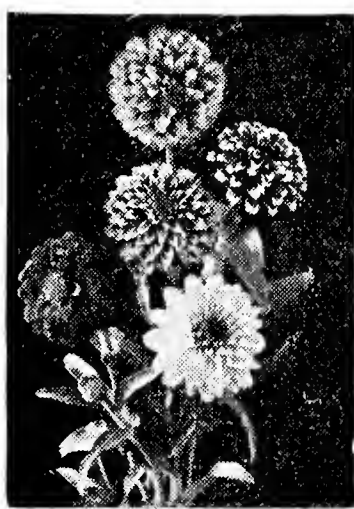
Zinnia
California Giant
Immense mixed



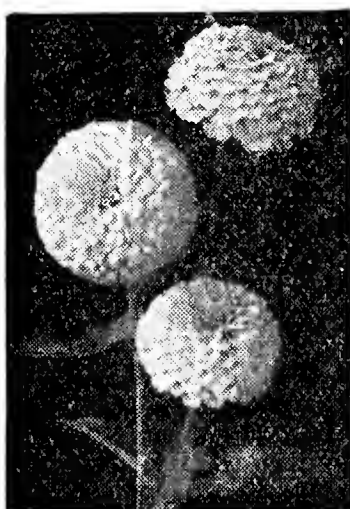
Zinnia
Dahlia Flowered
in mixed colors



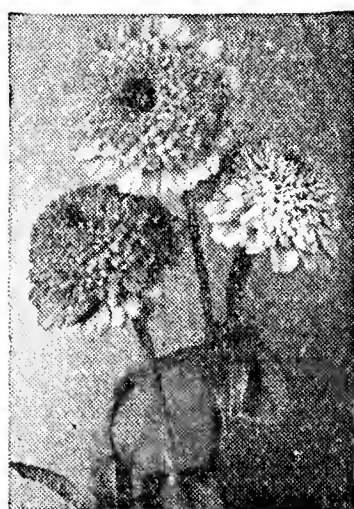
Zinnia—Fantasy
Informal, shaggy
flowers. Mixed colors.



Zinnia—Mexicana
Two-toned flowers
Many colors mixed



Zinnia—Lilliput
Mixed colors
Lasting when cut



Zinnia
Scabiosa Flowered
Mixed colors

LONG'S Flower Seed, Tried and True

Amaranthus Graceful plants with ornamental foliage.
All Kinds, Mixed. F5. Pkt. 5c; ½ oz. 15c.

Balloon Vine F9. Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard. Should be soaked 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.
DOUBLE MIXED. F11. Pkt. 5c; ¼ oz. 25c.

Calliopsis F14. Bush plants 2 feet high covered with showy flowers.
Pkt. 5c; ½ oz. 15c.

Canary Bird Flower F15. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft F17, PURE WHITE; F18, FINE MIXED. Pkt. 5c; oz. 25c.

GIANT HYACINTH-FLOWERED. Extra large and fine. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Celosia OR COXCOMB. F22. OSTRICH PLUME. Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

CRESTED COXCOMB. F23. Dwarf plants with bright red combs. Pkt. 10c.

Chrysanthemum DOUBLE ANNUAL. F011. Small flowered. Mixed colors. Pkt. 10c; ¼ oz. 25c.

Cobaea Scandens (CATHEDRAL BELLS.) F24. Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Plant seeds on edge. Pkt. 10c; ½ oz. 25c.

Cosmos EARLY GIANT. Easy to grow. A good oldtime favorite, still popular. This strain both early and large.
F27, WHITE; F28, PINK; F29, CRIMSON; F30, FINE MIXED. Your choice of any of these colors, or mixed: Pkt. 10c; ½ oz. 25c.

Cypress Vine F31. Beautiful rapid-growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

Dahlia Seed LONG'S SPECIAL MIXTURE. A good mixture. Pkt. 25c.

LONG'S PROFESSIONAL MIXTURE. Seed saved from only the newer and finer varieties. Pkt. \$1.00.

NOTE: Dahlias from seed come mostly Peony-flowered or Decorative types.

Daisy DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders.
F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

"Forget-Me-Not" F37. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

Four o'Clock F39. Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

Fox Glove F40. Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Geranium F42. Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

Heliotrope F50. Perennial, blooming first year. Choice mixed. Pkt. 10c.

Japanese Hop F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; ½ oz. 25c.

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

LONG'S SPECIAL MIXTURE. F69. Extra fine varieties mixed. Pkt. 5c; ½ oz. 25c.

Nasturtiums—Dwarf

LONG'S SPECIAL MIXTURE. F76. Extra fine mixture of Dwarf sorts, always giving pleasing results. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

EMPRESS OF INDIA. F77. Crimson. Foliage dark.

GOLDEN KING. F78. Rich orange-yellow.

KING THEODORE. F79. Velvety crimson.

PEARL. F80. Light lemon-yellow or primrose.

VESUVIUS. F81. Rich deep apricot.
Any separate color: Pkt. 10c; oz. 15c.

Nasturtiums—Tall

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

LONG'S SPECIAL MIXTURE. F82. Fine assortment of large flowering tall or climbing nasturtiums. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

SEPARATE COLORS TALL NASTURTIIUMS

KING THEODORE. F83. Crimson-maroon.

ROSE. F84. Bright soft rose.

SCARLET. F85. Bright scarlet.

SUNLIGHT. F86. Clear rich yellow.

VESUVIUS. F87. Salmon-rose.
Any separate color: Pkt. 10c; oz. 15c.

Nicotiana (FLOWERING TOBACCO PLANT.) F75. Pkt. 5c.

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.
GRANDIFLORA MIXED. F91. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

HEDDEWIGGII. F94. Finest of all pinks. Great variety of colors. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

DOUBLE CARNATION FLOWERED. Perfectly double, globular flowers with fringed petals in many brilliant colors, mixed. Pkt. 10c; ½ oz. 25c.

TULIP POPPY. F95. Vivid scarlet. Pkt. 10c; ¼ oz. 35c.

SHIRLEY. F96. Beautiful poppies, white, pink, lavender, purple, crimson, single and double, mixed. Pkt. 10c; ¼ oz. 25c.

ORIENTAL. F97. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; ¼ oz. 25c.

DOUBLE SHIRLEY POPPIES. You'll like these. (F0137, Rose.) (F0138, Salmon.) (F0139, Mixed Double Shirley Poppies.) Your choice, Pkt. 10c. Any 3 Pkts. for 25c.

Portulaca (MOSS ROSE.) F99. **SINGLE MIXED.** Pkt. 5c; ¼ oz. 25c.

FINE DOUBLE MIXED. F100. Pkt. 10c.

Rincinus (CASTOR BEANS.) F98. Tropical-looking plants growing to immense size from seed sown after danger from frost. Pkt. 10c; oz. 25c.

Salpiglossis (VELVET TRUMPET.) F101. Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

Some Little Known but Pleasing Flowers

BOLTONIA. Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 15c.

MEXICAN FIRE PLANT. (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (Caution! Do not confuse this with Kochia, called Mexican Fire Bush.)

ANCHUSA. (Italica Dropmore.) Perennial. Tall, showy plants, bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

ANCHUSA. (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

GEUM. (Mrs. Bradshaw.) Perennial. Bearing double orange-scarlet flowers second year and after. Pkt. 10c; ¼ oz. 50c.

GEUM. (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ¼ oz. 50c.

CHINESE FORGET-ME-NOT. (Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.

EVENING SCENTED STOCK. (Matthiola Bicornis.) Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; ½ oz. 25c.

Salvia (SCARLET SAGE.) F102. Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00. Annual

Scarlet Flax (LINUM.) F65. Bright red flowers. Pkt. 5c; oz. 25c.

Stocks TEN WEEKS. F103½. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

DWARF LARGE FLOWERING TEN WEEKS STOCKS. In separate colors. (F0131, Blood Red.) (F0132, Carmine Pink.) (F0133, Lavender.) (F0134, Peach Blossom.) (F0135, White.) (F103½, Mixed Colors.) Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

Wild Cucumber F115. One of the quickest growing annuals. 30 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Soak seed in warm water 24 hours. Pkt. 10c; oz. 25c.

LONG'S "Hit or Miss" F125. "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Large pkt. 10c.

Super Wired Wood Labels

Took me YEARS to locate the real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Very useful in garden also. Will supply you these labels at: 100 for 40c; 200 for 75c; 500 for \$1.50; 1,000 for \$2.90, prepaid.

Wisconsin: Talk about service and speed! My package of seeds arrived sooner than I thought possible from time I mailed my order. —Mr. J. O. B.

EVENING PRIMROSE. (Oenothera Lamarkiana.) Plants 2 to 4 ft. Bloom from seed sown outdoors from early spring to June. The large yellow, fragrant blooms open at twilight. Do not confuse with Evening Scented Stock (Bicornis). Pkt. 10c; ½ oz. 30c; oz. 50c.

GAILLARDIA. Portola Hybrida. (New.) Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c.

New Cosmos, "Klondyke Orange Flare"

Grand Champion Gold Medal Winner in All America Competitions. Following is producer's description:

Now at last we may grow the lovely orange colored Cosmos and be assured of having flowers before frost. In most parts of the country this brilliant hued flower is practically unknown because of its late flowering habit. Realizing its beauty, however, we have bent our efforts toward producing an early flowering strain which may be enjoyed by all. We have accomplished this purpose with Orange Flare, a strain which is in full bloom less than five months from sowing. The color is the same vivid orange of the ordinary Klondyke, with attractive light green foliage. Pkt. 15c; ¼ oz. 40c; ½ oz. 75c.

Mammoth "Heavenly Blue" Morning Glory

Most pleasing of all Morning Glories. Flowers 3 to 4 inches across. Vines 10 to 15 feet from seed sown in open ground after soil warms up, or may be started in pots. Charming for trellis, fence, side of building, porches, arbors, etc. Cut part of vine with buds and will open in vase. Delightful in many ways. **Important:** Our strain of Mammoth Blue Morning Glory is extra early, developed in Colorado. **Pkt. only 10c; 3 pkts. for 25c; 1/4 oz. 35c; 1 oz. \$1.00.**

Japanese Morning Glory F72

Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. **Pkt. 10c oz. 30.**

Morning Glory F70. TALL. Always popular for fences and screens, etc. Fine mixed. **Pkt. 5c; oz. 20c.**

DWARF. F71. Good for beds or borders. **Pkt. 5c; oz. 25c.**



Heavenly Blue Morning Glory

Everlasting or "Straw Flowers" for Winter Bouquets



(*Helichrysum*.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

Important: Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place some also on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

GOLDEN GLOBE. F6G. Large, golden yellow.

SILVER GLOBE. F6S. Chaste, silvery-yellow.

ROSE-CARMINE. F6R. Shades of rose.

"CHRISTMAS RED." F6CR. Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

ALL KINDS MIXED. F6M. These and other colors all in one mixture.

Prices: Any color, or all mixed: **Pkt. 10c; 3 for 25c; 1/4 oz. 30c; 1/2 oz. 50c; oz. 90c.**

AGERATUM

(*Floss Flower*)

One of the most useful and pleasing summer annuals, the plants being literally covered from early summer until frost with a sheet of bloom.

Flowers stand rain and sun without fading. The dwarf sorts are most used and very satisfactory. Seed may be sown outdoors, but earlier blooms may be had by starting some of the seed indoors.

BLUE BALL. Free-blooming, deep rich blue. Plants compact, 8 to 10 inches tall. **Pkt. 10c.**

BLUE CAP. (New Miniature.) Very dwarf and compact, large bright blue flowers. **Pkt. 15c.**

DWARF WHITE. Imperial strain. About 8 inches. **Pkt. 10c.**

DWARF MIXED. Nice mixture of good dwarf varieties. **Pkt. 5c.**



Ageratum, Blue Ball, Dwarf Variety

Superb Petunias

Giants of California

The largest often measure 4½ inches across. And such wonderful colors and markings! Then, too, some are delightfully ruffled and frilled. Produces very little seed. **Pkt. 25c.**

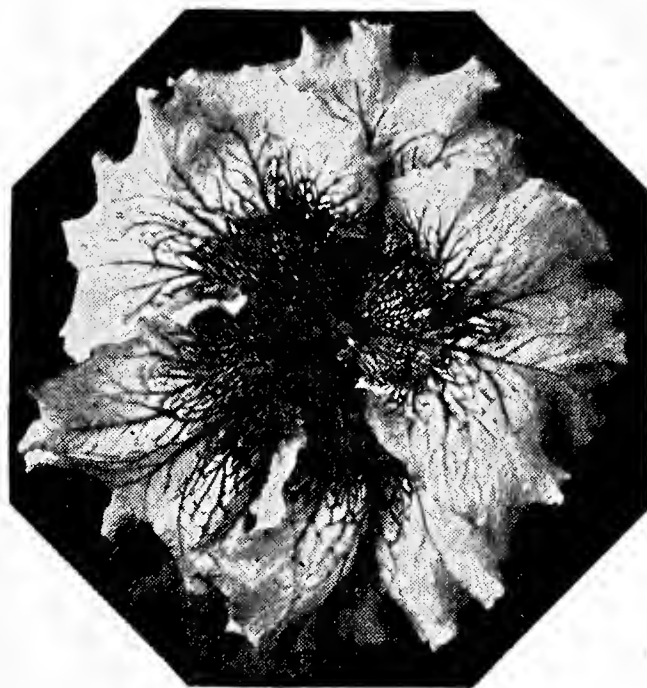
Ruffled Monsters

Gigantic Petunias, many heavily ruffled and with veined centers. **Mixed colors. Pkt. 50c.**

Balcony Petunias

The favorite strain for window boxes. Balcony White, Balcony Blue, Balcony Rose, Balcony Crimson, Balcony Mixed.

Any color or mixed: Pkt. 10c. Any 3 pkts. 25c.



Petunia Giants of California

Four Favorite Bedding Petunias

Rosy Morn A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. **Pkt. 10c; ⅛ oz. 50c.**

Rose of Heaven Similar to Rosy Morn but deeper pink. Very little white in throat. **Pkt. 10c; ⅛ oz. 50c.**

Violet Petunia Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. **Pkt. 10c. ⅛ oz. 50c.**

Choice Mixed Petunias. Splendid mixture, "these four and many more," in a stunning array of colors. **Pkt. 10c; ⅛ oz. 30c; ¼ oz. 50c.**

Any 3 Ten Cent Pkts. Petunias for 25c.

And Now We Have Miniature Petunias

New Petunia Nana Compacta "Pink Gem" This is the first of a charming new race of miniature Petunias. It forms a neat, compact plant five to six inches high, literally smothered with light pink blooms. A plant eight inches in diameter will carry as many as twenty-five to thirty blooms in flower at one time. Individual blooms are two inches in diameter. This miniature Petunia is charming for borders, window boxes, pots, rock gardens and for bedding. Planted with a dwarf blue Ageratum, the effect is most charming. **Winner of Gold Medal in the 1934 All-American Selections. Pkt. 15c.**

New Petunia Nana Compacta Mixed A new strain of Dwarf Compact Petunias. Each plant forms a perfect ball effect from eight to ten inches high and about twelve inches in diameter. Each plant a perfect symmetrical specimen representing the result of many years of careful selection through a group of colors—deep rose, rose-pink, pink, pale pink, crimson, white and striped effects in all these colors. Fine for pots, window boxes, borders, beds and rock gardens. **Pkt. 15c; 3 pkts. 40c.**

CLARKIA

Another easy-to-grow charming annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting, and will last for days and days in vase or bowl. **Improved strains in 6 different colors. Any color or all colors mixed, Pkt. 10c. (SPECIAL: One each of the 6 colors for 40c.)**

Alba Elegant long spikes closely set with large double white flowers. **Pkt. 10c; ¼ oz. 30c.**

Brilliant An exceptionally fine variety with rich crimson-scarlet flowers. **Pkt. 10c; ¼ oz. 40c.**

May Blossom (New.) Bright pink double carnation-like flowers. **Pkt. 10c; ¼ oz. 40c.**

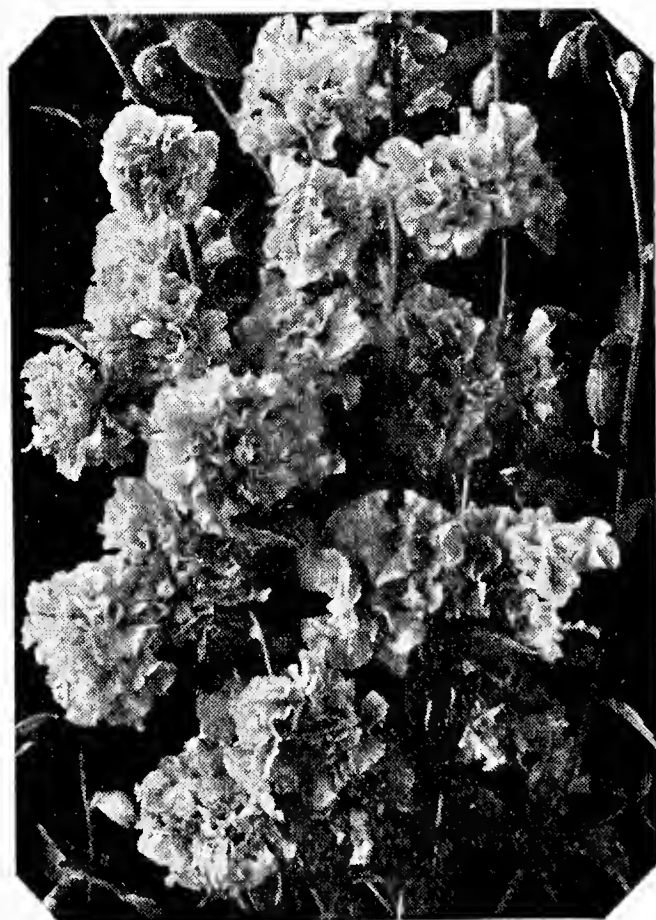
Purple Prince The very double, rich deep purple blooms are most attractive. **Pkt. 10c; ¼ oz. 30c.**

Orange King Double bright orange-salmon. **Pkt. 10c ¼ oz. 30c.**

Salmon Queen Rich salmon-pink. Exquisite. **Pkt. 10c; ¼ oz. 30c.**

Clarkia Collection One packet each of the 6 above varieties for **40c. (Any 3 pkts. Clarkia for 25c.)**

Double Mixed Clarkia A fine mixture of many beautiful and rich colors. **Pkt. 10c ¼ oz. 25c; oz. 75c.**



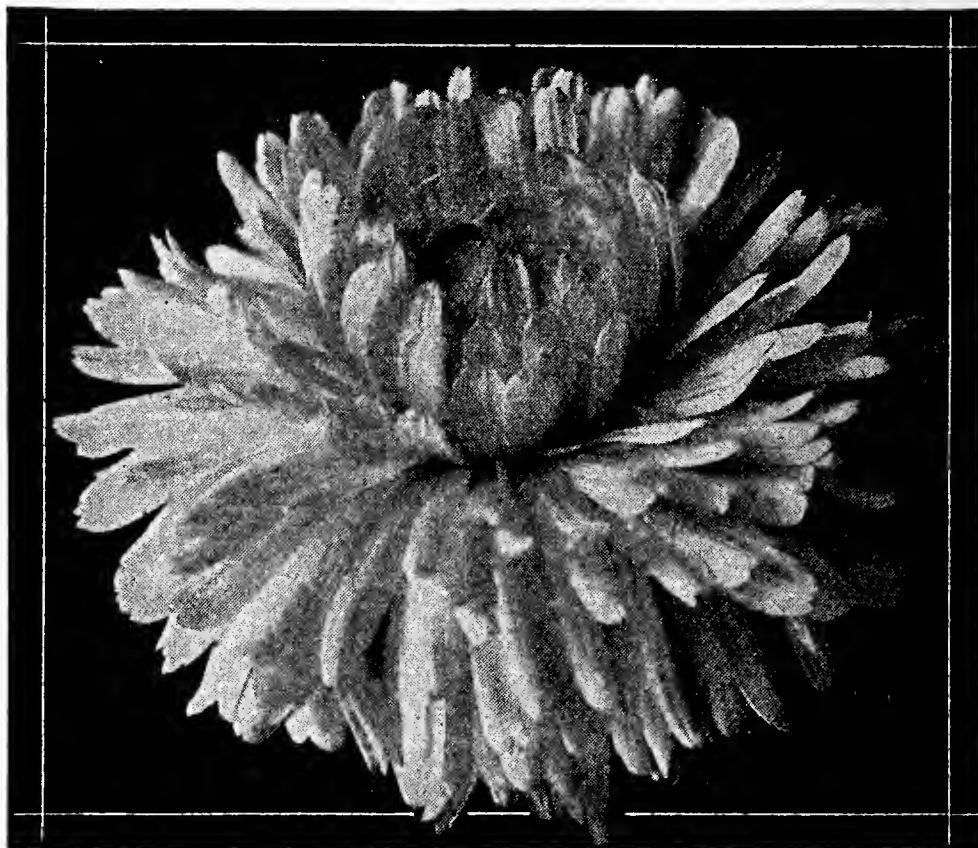
Clarkia Elegans Double Brilliant

CALENDULAS (Scotch Marigolds)

CALENDULA CHRYSANTHA

*Winner of Gold Medal,
All American Selec-
tions, 1934*

Chrysantha is distinct in type, a new break in Calendulas which is outstanding among all varieties known up to the present time. The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Besides adding a bright golden splash of color to the garden, Chrysantha is remarkable for its long stiff stems, making it ideal for cutting. The fact that it won one of the coveted Gold Medals in the All American Selections competitions this year indicates the high esteem in which it is held by the horticulturists of the country. Pkt. 10c.

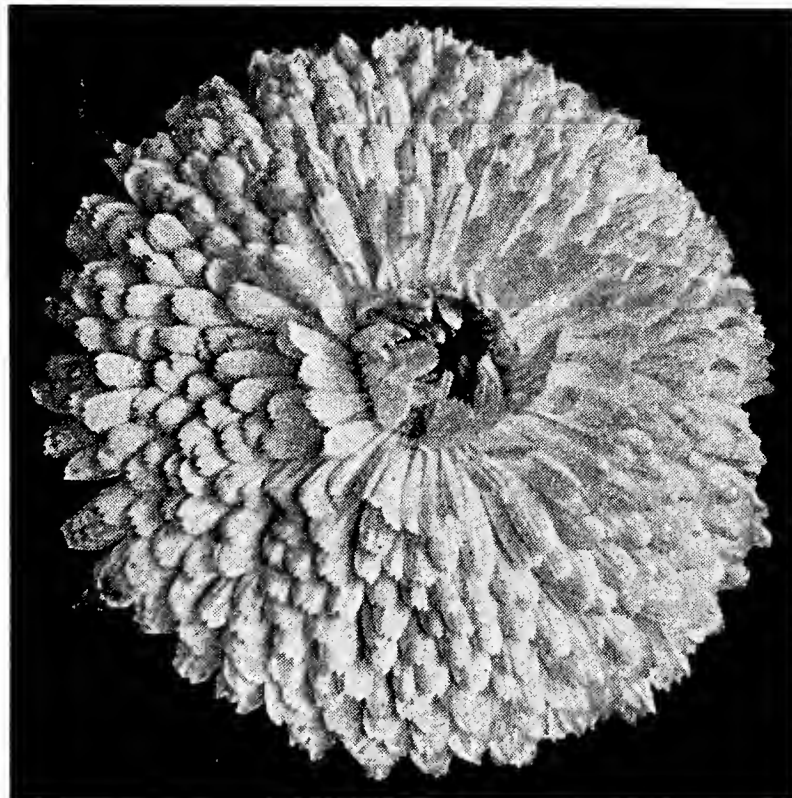


Calendula Chrysantha

"ORANGE SHAGGY"

STANDARD VARIETIES

Grow readily from seed planted outdoors. May also be grown in pots indoors. Will bloom continuously if kept picked.



APRICOT QUEEN. F13Q. New Calendula. Lovely. Pkt. 25c. (Small pkt. 10c.)

CAMPFIRE. F13C. Very double, brilliant orange flowers with a crimson or orange sheen. Stems long and fine for cutting. This is also known as "Sensation."

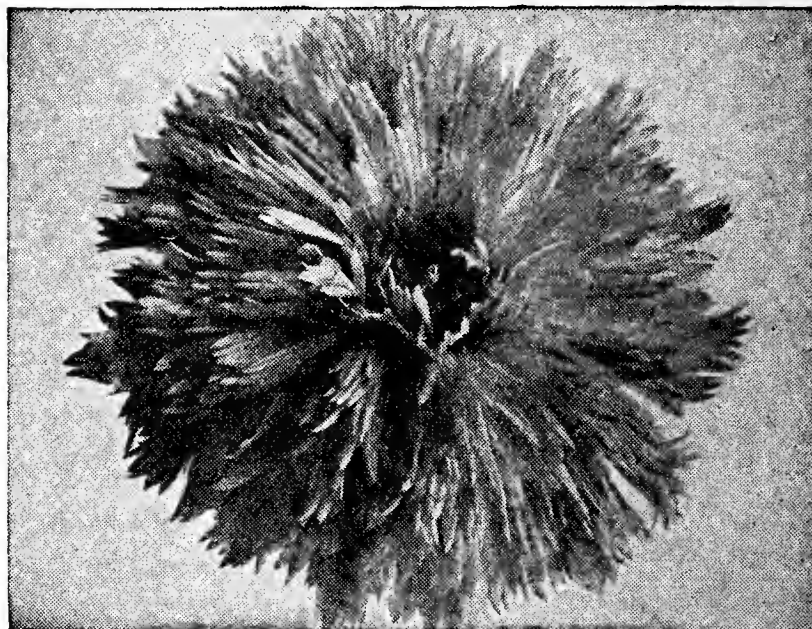
CHRYSANTHA. Buttercup yellow. See illustration above.

LEMON QUEEN. F13L. Double lemon.

NANKEEN. F13N. Large double cream.

ORANGE KING. F13O. Florists' strain. Enormous orange flowers, perfectly double. Regardless of price, this "Orange King" is one of the best Calendulas in every way.

PRICES: Any of these 6 kinds: Pkt. 10c; 3 Pkts. 25c; ½ oz. 30c; oz. 50c.



Calendula Orange Shaggy

Calendula "Orange Shaggy" demonstrates a distinct break in Calendulas. Petals closely set, long and beautifully fringed or lacinated are the cause of the shaggy appearance that is responsible for the name of the variety. The flowers are flat and of a rich orange shade, slightly lighter toward the medium closed center, informal in effect. Height about 18 inches. Pkt. 15c.

Behold the Optimist!

That's Me—JD, You See. I've provided TWO order sheets. Have high hopes that you will want to make up such a big order that one sheet won't hold it all.

Or, maybe after you receive your first order you will be so pleased that you will browse through the catalogue and discover still more good things in seeds, bulbs and plants to make up a **second** order. These order sheets **WANT** to be used. They will be in stitches until you tear 'em out.

Godetia—Dwarf Double Azalea-Flowered

Godetia—Tall Double Gladiolus-Flowered

(ALSO CALLED SATIN FLOWER)

Most beautiful hardy annual, producing an abundance of brilliantly-colored flowers that are attached at intervals along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud and allowed to open indoors.

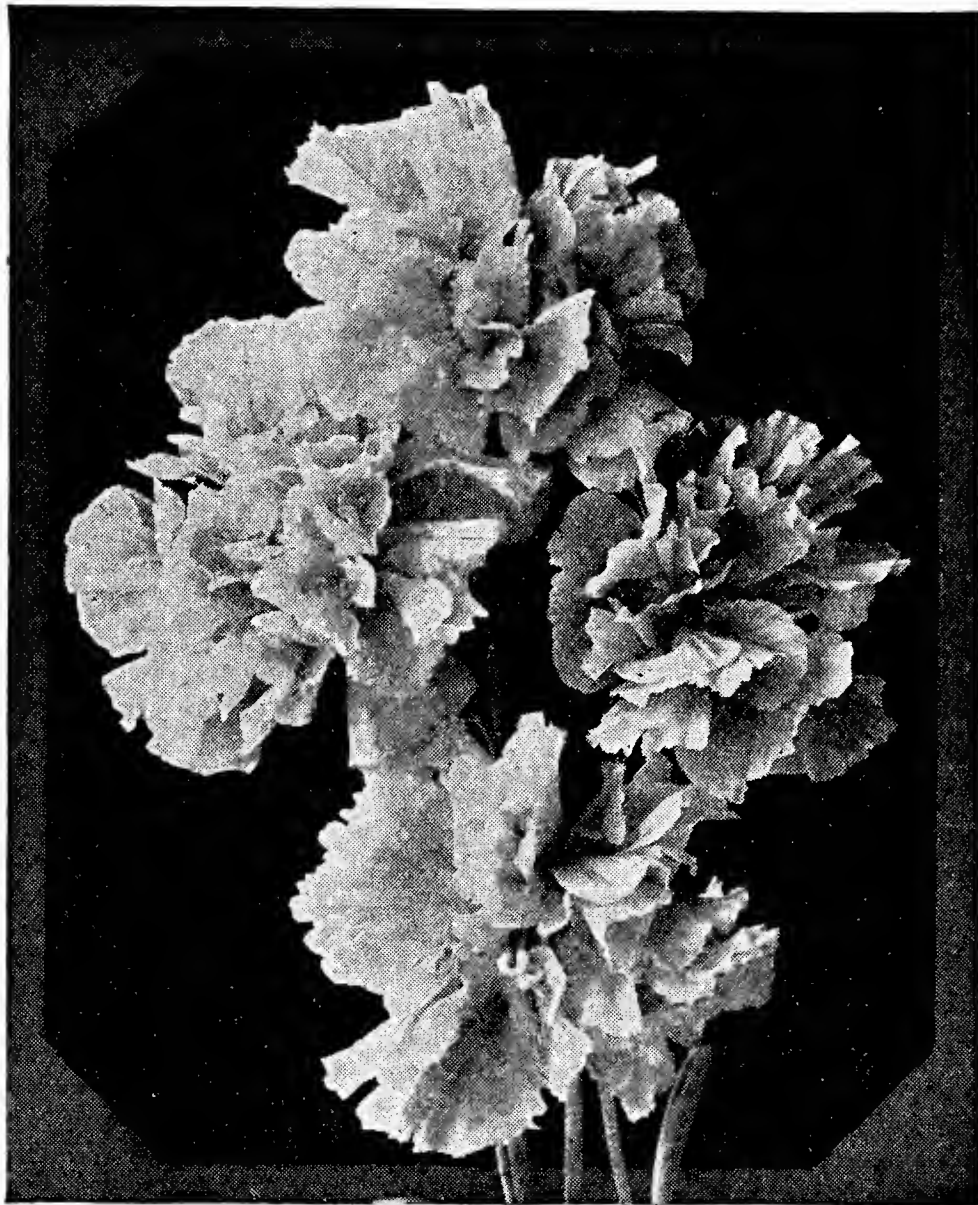
The lovely flowers are illustrated at the right.

Finest double varieties in
CRIMSON PINK
LAVENDER WHITE

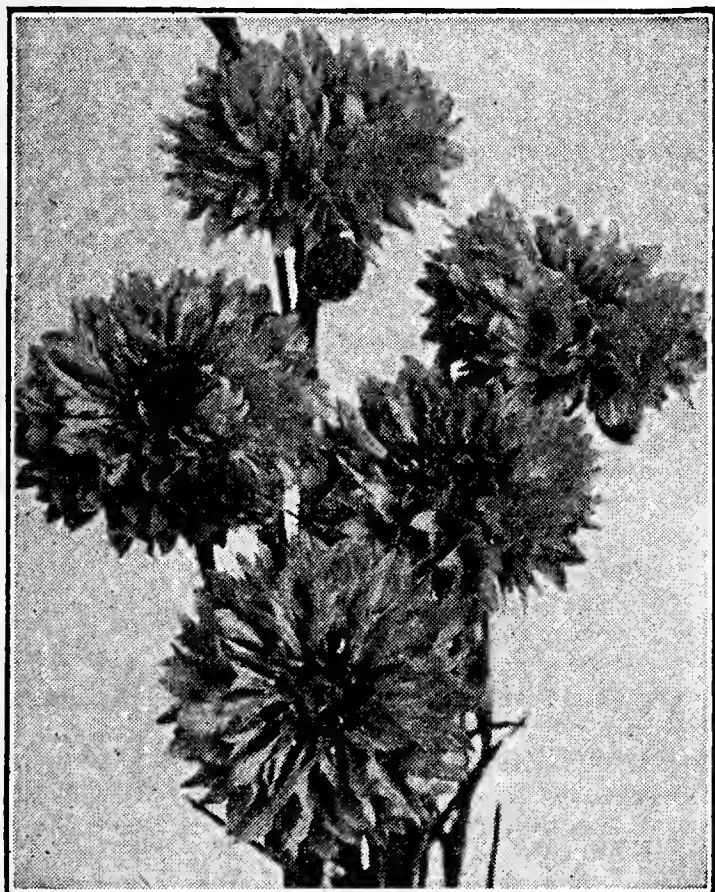
and all colors mixed. **Choice, any color, or mixed:** Pkt. 10c; 5 pkts. 40c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c. (You may include in the 5 for 40c the lovely Azalea-flowered Dwarf, below.)

Dwarf Godetia

These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. **Each plant makes a compact bush about a foot high.** The big, beautiful pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt. 10c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.



Godetia—Tall Double Gladiolus-Flowered



Bachelor's Button (*Centaurea Cyanus*)

BACHELOR'S BUTTON (*Centaurea Cyanus*)

Large Double Flowered

The old single-flowered Bachelor's Button—known also as Cornflower or Ragged Sailor—of grandmother's garden has been wonderfully improved. We now have the modern double-flowered strains or varieties that are splendid for garden display, and especially pleasing and satisfactory as cut flowers.

Florists use large quantities of these new large double-flowered Bachelor's Buttons. Our seed is the high grade quality used by florists.

They are easy to grow and bloom continuously. Just sow the seed outdoors where you want the plants, and thin to 8 to 12 inches. May be transplanted also. Make several sowings a few weeks apart for longest season of blooming. Larger flowers are obtained if soil is enriched.

These double Bachelor's Buttons now to be had in the following most desirable colors, also all colors mixed:

BLUE RED ROSE WHITE
MANY COLORS MIXED

Prices: Any color or mixed, Pkt. 10c; any 3 pkts. 25c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

Annual Mallow (Lavater)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c; $\frac{1}{4}$ oz. 25c.

Shasta Daisy

ALASKA. An improved strain of this popular Daisy. Large white flowers on tall, stout stems. Pkt. 10c; $\frac{1}{4}$ oz. 30c.

Schizanthus

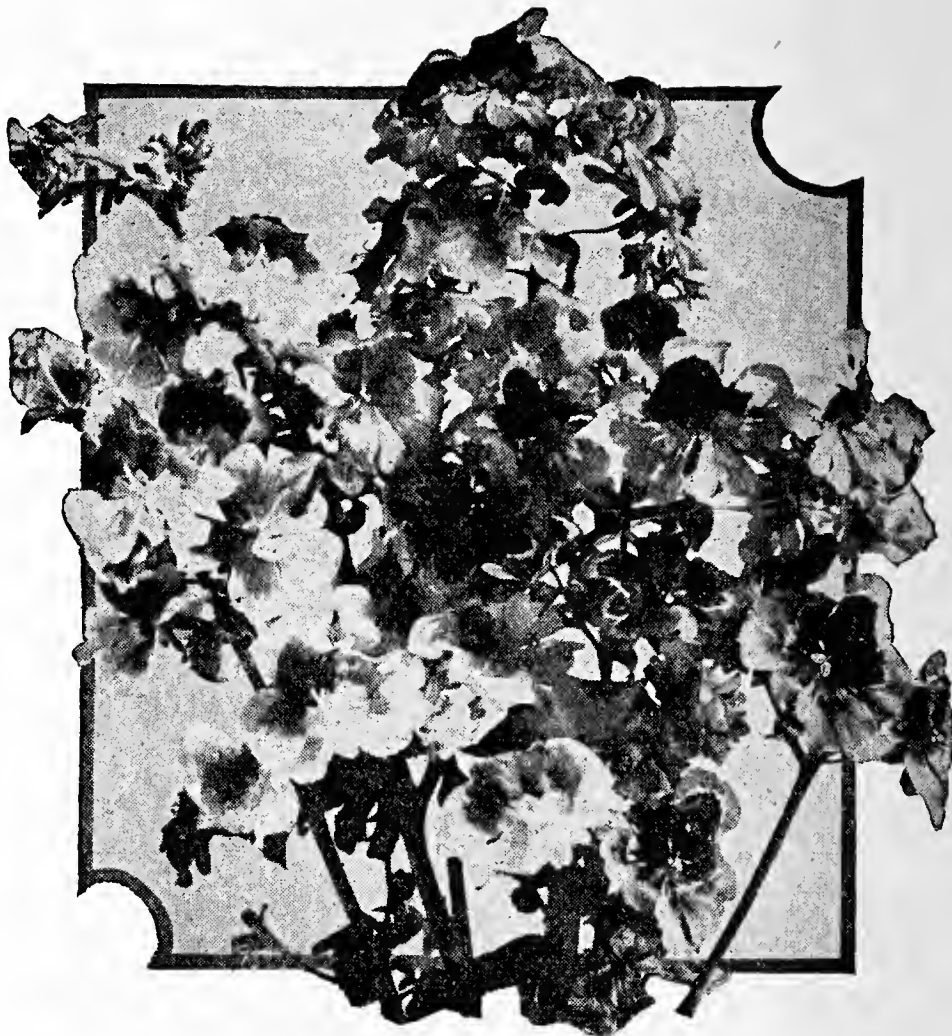
Butterfly or Fringe Flower

This is one of the airiest and daintiest flowers imaginable, especially adapted to bordering beds of taller flowers and those of a heavier growth. The seeds germinate quickly and come into bloom in a few weeks from sowing. The floescence is such as to completely obscure the foliage, making the plant a veritable pyramid of the most delicate and charming blooms. The Schizanthus make admirable pot plants for the house in late winter and early spring. For this purpose sow in the autumn.

Good Mixed. Pkt. 10c; ½ oz. 30c.

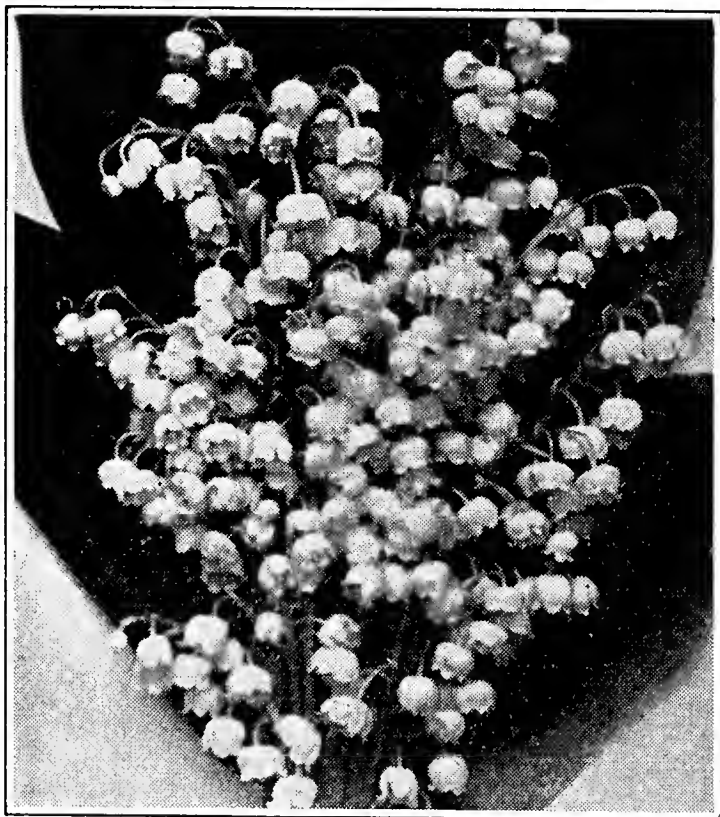
Schizanthus Grandiflora Butterfly Mixture

Our Butterfly Mixture, containing a full range of all shades and color combinations, is the best all around strain for bedding use. It is a strikingly bright mixture, with large flowers beautifully marked, on compact, free-flowering 12 to 15-inch pyramidal plants. **Finest strain to date. Pkt. 25c.**



Schizanthus Butterfly Mixture

Lily of the Valley



There's a place in every garden for this charming hardy perennial. Plant any time, but EARLY spring or in fall is best.

Splendid for shade, or partial shade. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid. (Am filling Lily of Valley orders liberally this spring, as have a nice lot of it now.)

40

GOURDS Ornamental and Useful



Gourds, Many Varieties Mixed

The flowers are often beautiful and the fruit ornamental and sometimes useful. The small fancy gourds are excellent toys for children, while the larger gourds may be used as dippers, sugar troughs, bowls and birdhouses.

My 10c packets of mixed gourd seeds contain about all the types and sizes ever heard of. Price for large pkt. 10c; ½ oz. 20c; oz. 35c.

NEST EGG. F44. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt. 5c; ½ oz. 15c.

DIPPER. F45. Grow your own dippers. Pkt. 5c; ½ oz. 15c.

Lupines

Annuals, with long flower spikes bearing pea-shaped flowers. Easy to grow. Do well in partial shade. Dark Blue, Rose, Mixed colors. Choice, pkt. 10c. Any 3 pkts. for 25c.

New Annual Canterbury Bells

Many years of careful selection have at last given us **Annual Canterbury Bells** which bloom from seed in less than six months. It is now possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from 2 to 2½ feet tall, each plant having from 6 to 8 spikes of blooms.

Also, the plants continue to bloom for quite a long time. Where seasons are short, start the seed indoors and transplant to garden.

You will be glad to know that now we can supply seed of the new Annual Canterbury Bells in two lovely colors as well as in mixed colors.

ANGELUS BELL. Deep-rose. Pkt. 15c.

LIBERTY BELL. Violet-blue. Pkt. 15c.

MIXED COLORS of Annual Canterbury Bells. Pkt. 15c; ¼ oz. 25c.

Hardy Biennial Canterbury Bells

Good idea to sow seed of both the Annual and the Biennial strains, so you can enjoy the Annuals this season and the Biennials next year.

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing. You get some in this without "Saucers," but they are also nice. Doubles out of place in a flower of this sort.

So here are the most popular colors in the hardy "Cup and Saucer" type:

DARK BLUE

ROSE

LIGHT BLUE

WHITE

ALL COLORS, MIXED

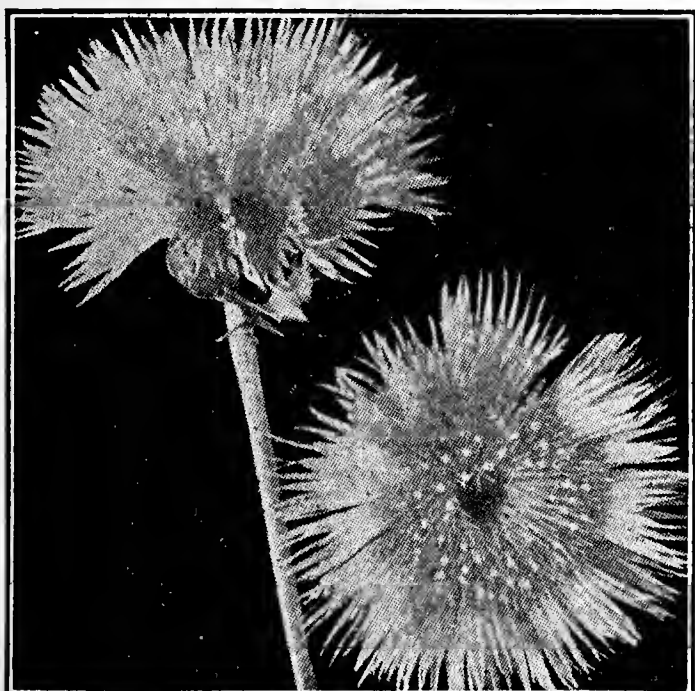
Prices: Any of these 4 colors, Canterbury Bells, or all mixed, at, Pkt. 10c; ¼ oz. 30c.

Annual Wall Flowers

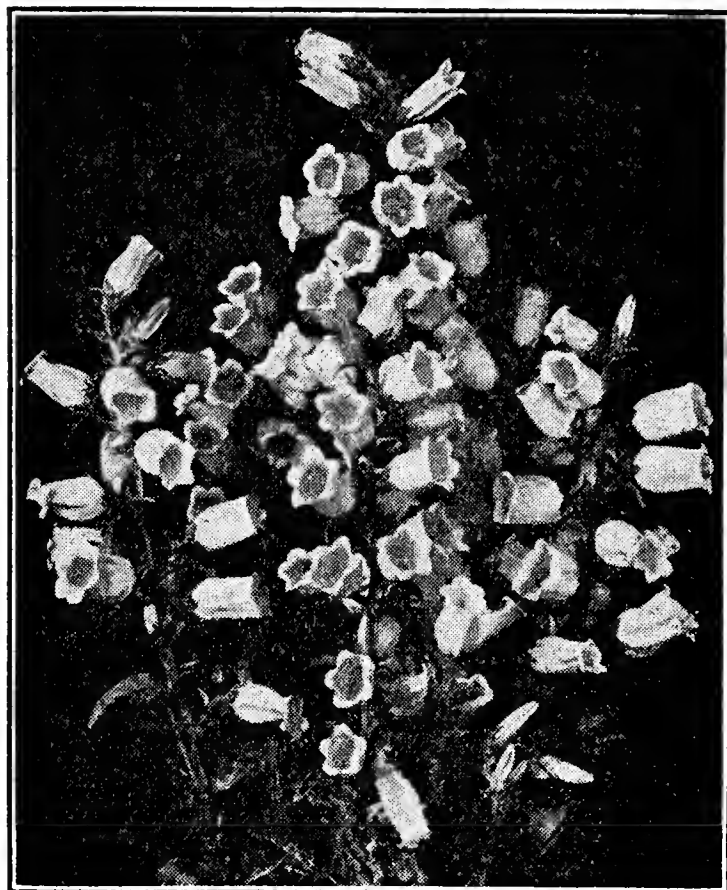
Easy to grow and bloom in a few months from seed sown in the open garden. They have beautiful fragrant flowers in many bright colors.

WALL FLOWER. "Gold Standard." Deep double golden yellow flowers. Plants about 2 feet tall. Very showy. Pkt. 20c.

WALL FLOWER, DOUBLE MIXED. Many pleasing colors. Pkt. 15c.



Royal Sweet Sultans



Annual Canterbury Bells

New Sweet Williams

Johnson's Giants



An extraordinary strain. Plants robust and tall. Flowers very large. The range of colors includes shades and combinations not to be found in other strains. The peculiar and delicate markings on the flowers are most unusual and attractive. Bloom second year from seed. After first crop of blooms about gone, cut plants off near ground and you should get a second display of blooms on shorter plants. Pkt. 10c; ¼ oz. 40c; ½ oz. 75c.

STANDARD VARIETIES SWEET WILLIAMS

SINGLE MIXED. F108. Pkt. 5c; ¼ oz. 15c.

DOUBLE MIXED. F109. Pkt. 10c; ¼ oz. 35c.

ROYAL SWEET SULTANS (*Centaurea Imperialis*)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful, sweet-scented, artistic-shaped flowers are borne on long strong stems and when cut and put in water will keep in good condition for several days.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

Royal Sweet Sultan in four favorite colors and mixed.

AMARANTH RED

RICH PURPLE

BRILLIANT ROSE

PURE WHITE

MANY COLORS MIXED

Prices: Any color or mixed, pkt., 10c; any 4 pkts., alike or assorted, 30c (½ oz. 30c).

GYPHOPHILA

(BABY'S BREATH.)

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

ANNUAL WHITE. F47. Blooms first year from seed. Good plan to sow this every few weeks so as to have a constant supply to use with cut flowers. New special strain, best to date, "London Market," pure white. Pkt. 10c; oz. 35c.

ANNUAL PINK. F47½. Same as above, but dainty pink. Pkt. 10c; oz. 25c.

PERENNIAL WHITE SINGLE. F48. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lace-like effect. Pkt. 10c; ½ oz. 25c.



PERENNIAL WHITE DOUBLE. F049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter. Pkt. 25c; 5 pks. \$1.00.

Mexican Fire Bush (Kochia)

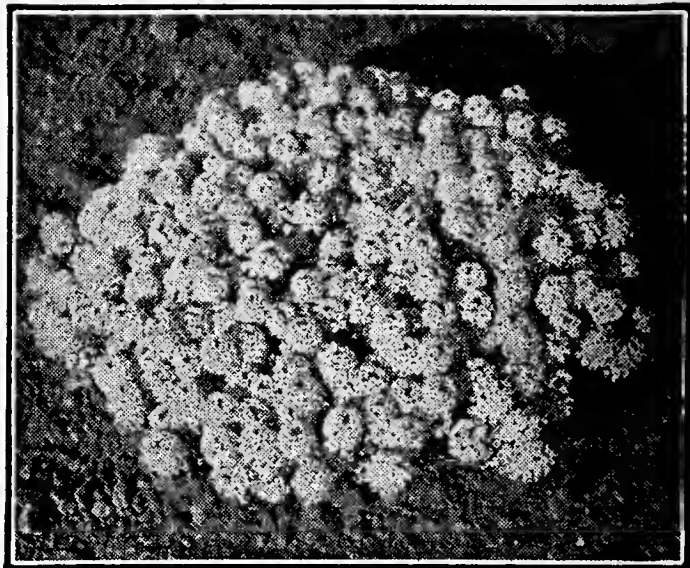
F73. Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

Hardy Perennial Blue Salvia

SALVIA AZUREA. F051. Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

Seed: Pkt. 10c; ½ oz. 60c; oz. \$1.00.

SWEET ALYSSUM



Alyssum Procumbens, Carpet of Snow

"CARPET OF SNOW." F3½. Lowest growing of all Alyssums. Only 2½ to 3 inches high. Each plant, if given 6 or 8 inches room, spreads out like a pancake and is so nearly smothered with small white flowers that the foliage is hidden. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LITTLE DORRIT." F4. Compact plants 4 to 5 inches tall, covered with small, sweet scented flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LILAC QUEEN." F4½. A mass of delicate lavender flowers cover the low plant of 5 to 7 inches. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

African Daisies

GOLDEN AFRICAN DAISY. F098. Annual. Plants about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

AFRICAN DAISY HYBRIDS. F099. Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

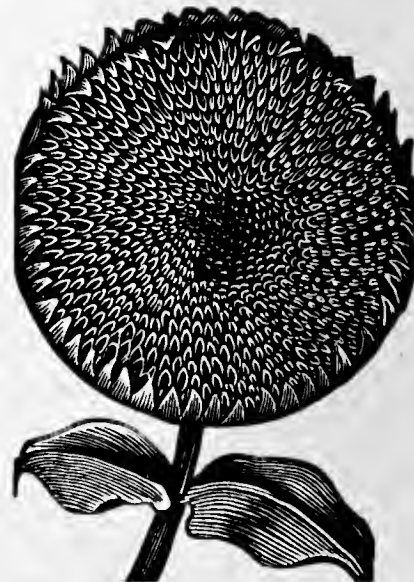
Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display. (F0110. Dark copper, yellow zone.) (F0111. White, scarlet zone.) (F0112. Golden chamois, scarlet zone.) (F0113. White, yellow zone.) (F0114. Deep purple, yellow zone.) (F0117. All kinds, mixed.) Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts. 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

LONG'S

Mammoth Russian Sunflower

Special Stock: Pkt. 5c;
lb. 30c; 5 lbs. for
\$1.20; 10 lbs. for
\$2.20, prepaid.



Giant Hardy Carnation



MARGUERITE. F20. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; $\frac{1}{8}$ oz. 25c.

CHABAUD'S GIANT, the new strain; not the old Chabaud type. Far superior also to Marguerite. (About 85% come double.)

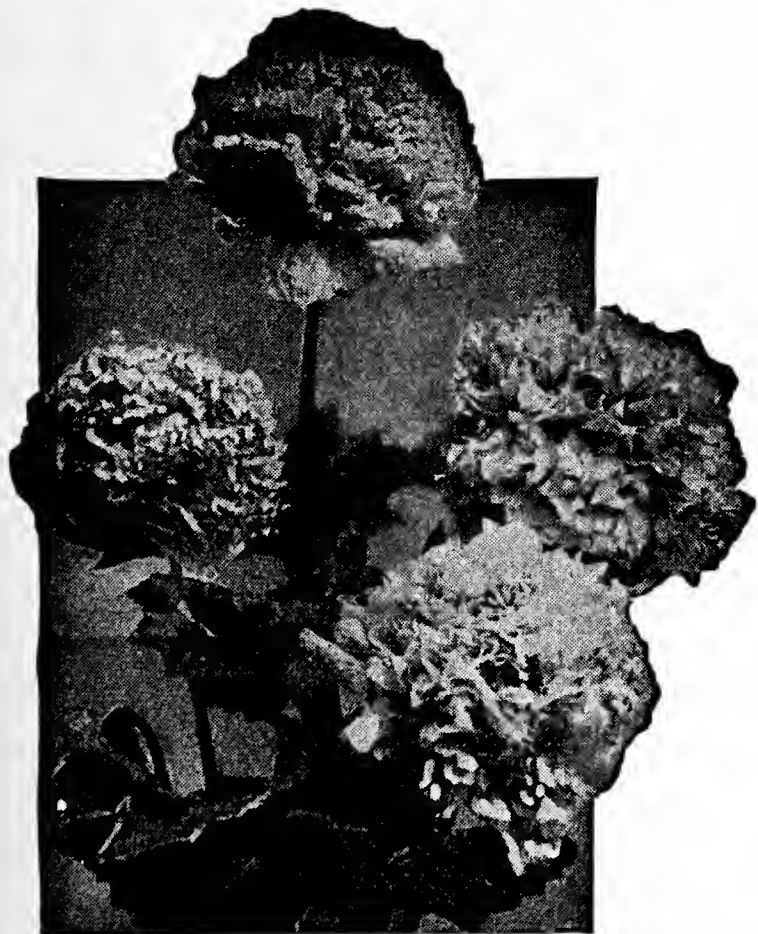
Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

Colors: Red, Rose-Pink, Salmon-Rose, White.

Prices for any separate color: Pkt. 15c.

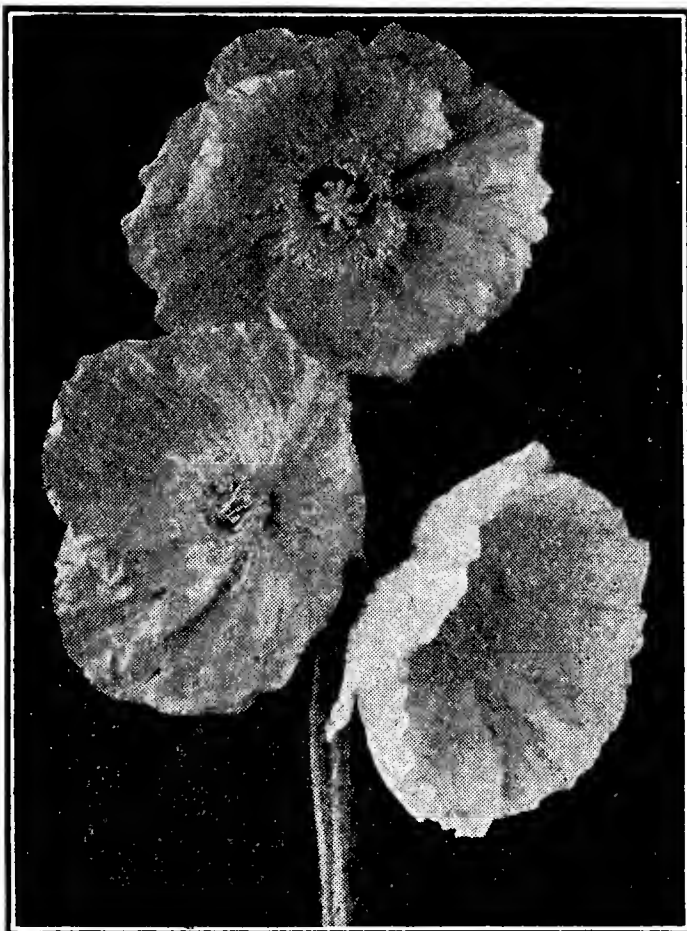
Mixed colors: Pkt. 10c.

Peony-Flowered Poppies



Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; $\frac{1}{2}$ oz. 25c; oz. 40c. (The Shrimp Pink is exceptionally fine.)

NEW ICELAND POPPIES (*Nudicaule. Hardy Perennial*)



Iceland Poppy, Sandford's Giant
The finest strain existent.

These hardy Poppies slightly resemble the delicately formed annual Shirley. While these are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season. They remain evergreen throughout the winter, coming into bloom early the following spring.

Iceland Poppies are valuable in a hardy border or in a permanent rock garden.

SANDFORD'S GIANT STRAIN. (New.) A new, giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints. Pkt. 20c; $\frac{1}{8}$ oz. \$1.00.

SUNBEAMS. (Mixed.) This is the result of a cross between the Shirley and Nudicaule types. The flowers are charming shades of orange, salmon, maize and other tints, an improvement over the original Iceland strain. The plants will produce flowers the first season from seed sown early, and the blossoms are fine for cutting. Pkt. 15c; $\frac{1}{4}$ oz. 50c.

CHOICE MIXED. A better than ordinary mixture, made up by myself from choice strains and colors. Pkt. 10c; $\frac{1}{8}$ oz. 30c.

Chinese Wool Flower

Flowers resemble a ball of wool. Plants branch freely and are covered with blooms. Very striking for garden display. Can be dried for winter bouquets. Sow in garden about May 1st.

F026 Crimson. **F027** Rose-pink. **F028** Yellow. **F029** White. **F030** Mixed. Price any color or mixed: Pkt. 10c. (F026 and F027 are best.)

LONG'S "Towers of Beauty" HOLLYHOCKS

You gain a year by planting roots this spring instead of seed. Hollyhocks bloom second year from seed, you know.

It's a good idea to plant both roots and seed. The roots frequently live over after blooming one season, but not always. The seed you sow this year will provide a new supply of blooming size roots for next summer. Sow seed from April to July. Plant roots early in spring. April best time. See prices below.

Prices for All Hollyhocks Listed on this Page

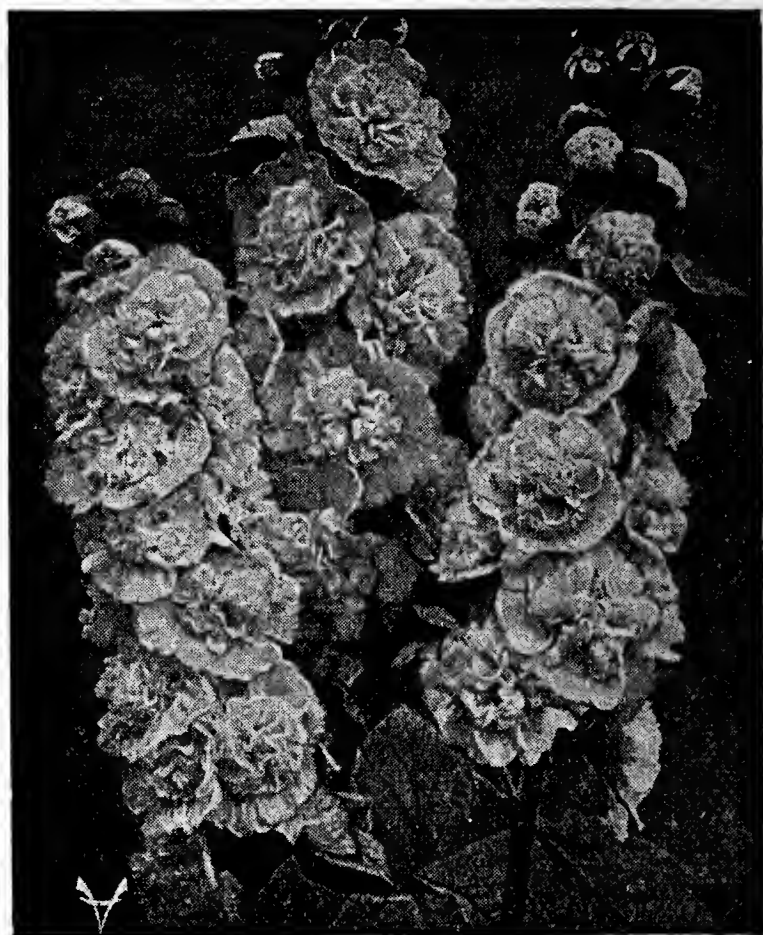
Roots 3 for 60c; 6 for \$1.00; 14 for \$2.00; each color labeled. Mixed colors, our selections, not labeled: 9 for \$1.00. All prepaid.

Seed Any color, including "Colorado Sunset" and "Lilac Beauty": Pkt. 10c; ¼ oz. 40c; ½ oz. 70c; oz. \$1.20, prepaid.

Hollyhock Seed Special

Any 3 Pkts. 20c; any 8 Pkts. 50c; Your selection.

"Colorado Sunset" Color varies from copper to cream, but always charming. Prices for seed and plants reduced this season. Double blossoms as shown here. See prices above.



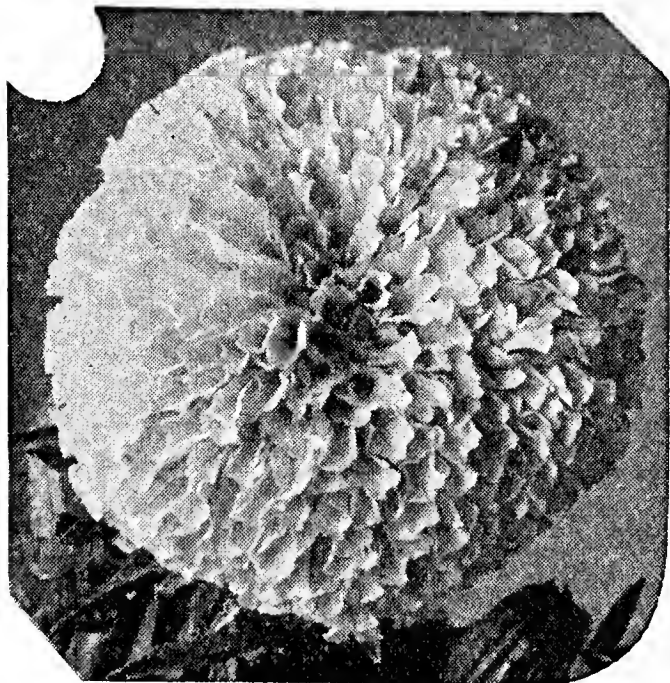
"Colorado Sunset" Hollyhock

Seven Other Good Colors of DOUBLE HOLLYHOCKS

Their double blossoms rival the rose in exquisite color and form.

Bloom second year from seed; first year from roots I sell. Plant roots early for best results. Red, White, Lilac Beauty, Yellow, Maroon, Newport Pink, Black. See prices above.

New Marigold—Mexican Double Dwarf Orange



New Mexican Double Dwarf Orange Marigold

In trials last season this variety was considered very outstanding among all new strains under observation. It is unlike any other Marigold now known, semi-dwarf in habit, freely branched, and heavily laden with quantities of its unique semi-tubular petaled flowers of bright orange. It comes to us from Mexico, the original home of all our garden Marigolds, where many beautiful flowers, especially of brilliant colors, have originated. Pkt. 20c. Note illustration.

OTHER DWARF MARIGOLDS

Harmony Differs from existing forms in habit, shape and coloring of flowers, almost suggesting a Scabiosa. Bright golden-yellow, bordered rich maroon-red. Plants 12 inches high and very bushy. A most important, new introduction. Pkt. 20c.

LEGION OF HONOR. Single. Golden-yellow, with large spot of crimson at base of each petal. Pkt. 10c; ½ oz. 30c; oz. 50c.

French Double Monarch A very compact type, with large double flowers, comprising a wide range of colors, in combinations of orange, bronze, yellow and mahogany. Fine mixed, pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Wilmore's Golden Jubilee

Page Mr. Ripley! The oldest Dahlia specialist in U. S. A. in years of experience lives here in Colorado, right in the shadows of the Rockies. Has been here for 50 years, studying, propagating and selling one of the most popular of flowers, the DAHLIA.

His name is W. W. Wilmore. Many noteworthy Dahlias now in commerce were originated by Wilmore. And still more are in the making, to be introduced within a few years.

W. W. and son, Scott, are celebrating this "Year of Jubilee." Their Golden Jubilee catalogue, listing a large line of nursery stock in addition to Dahlias, tells the story.

Delightful Delphiniums

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

So far I've not segregated the different types of colors, nor saved seed in separate colors or shades. May do this some time. But it seems most fascinating to me to let them grow and bloom in masses of the various colors, all harmonizing. So that is the way you will have them from seed or plants I supply this season—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Each season many splendid Delphinium bloom the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

LONG'S Special Mixture

Seed saved from my best stock or exhibition plants. Many types, colors and shades. Mixed colors only: Pkt. \$1.00 (small pkt. 50c); $\frac{1}{4}$ oz. \$2.50; oz. \$9.00.

Wrexham or Hollyhock Type

Called also the "Hollyhock". Illustrated at right. Personally I think this too heavy and clumsy. I prefer my "Special Mixture" of all types.

WREXHAM seed at 80c a pkt. (small pkt. 40c); $\frac{1}{4}$ oz. \$2.00; oz. \$7.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)

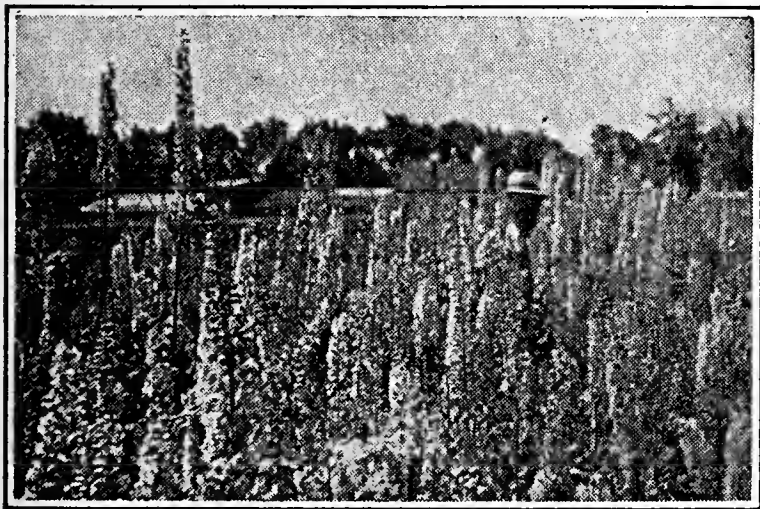
Two Favorite Delphiniums

DELPHINIUM, BELLADONNA IMPROVED.

Turquoise-blue, single flowers. Florist's favorite for cutting. Pkt. 20c; $\frac{1}{4}$ oz. \$1.00.

DELPHINIUM, BELLAMOSUM IMPROVED.

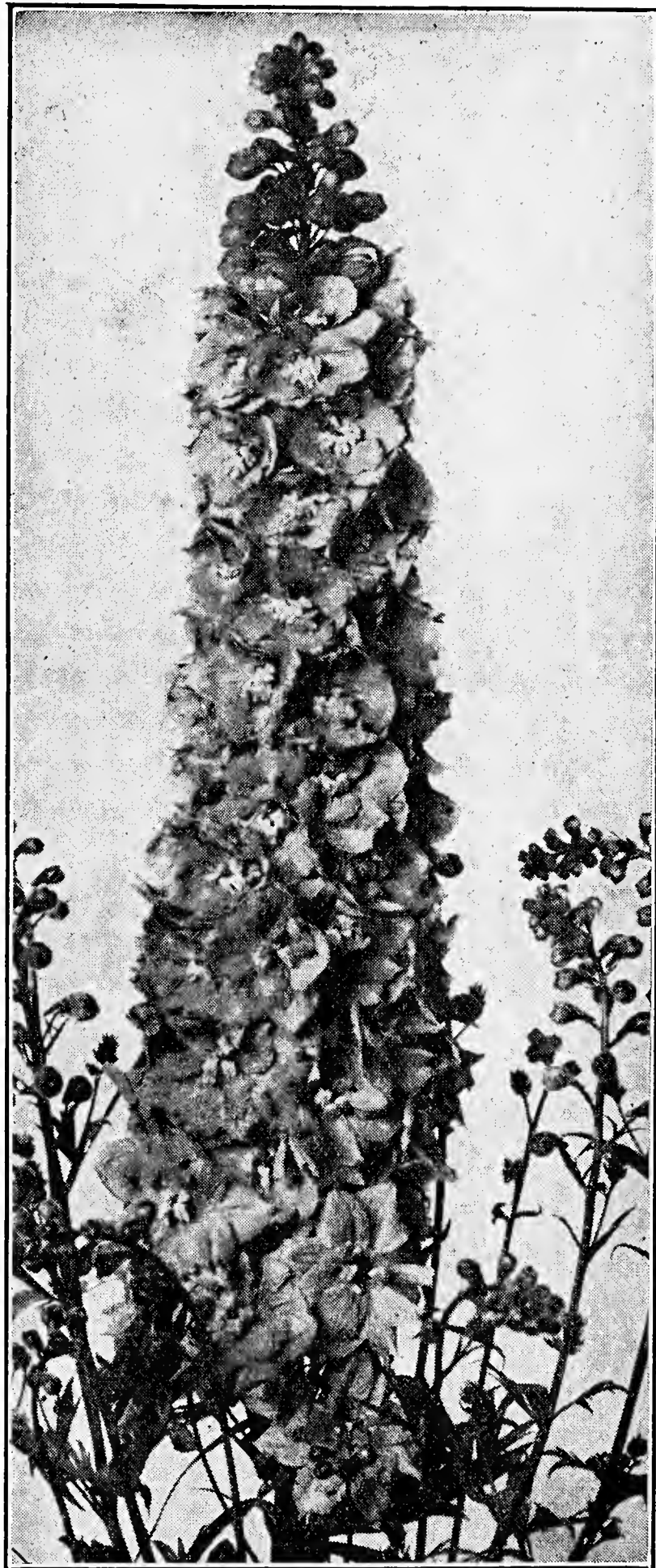
Similar to Belladonna but color of flowers intense rich deep blue. Another favorite for cutting. Pkt. 20c; $\frac{1}{4}$ oz. \$1.00.



Some of My Delphiniums from Seed

Delphinium Plants

From seed containing a liberal per cent of the fine new kinds. Field seedlings, many of which bloomed last year. Not large roots. I do not recommend moving large roots. Those I ship will thrive and bloom. 7 for \$1.00; 15 for \$2.00; 25 for \$3.00. All prepaid. (Mixed colors only.)



NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening. But will thrive if shipped and planted later. If sent after growth well started, we cut the tops back before packing. New shoots start at once from crown of plant. But order and plant early if you can. Means better results the first season.

PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

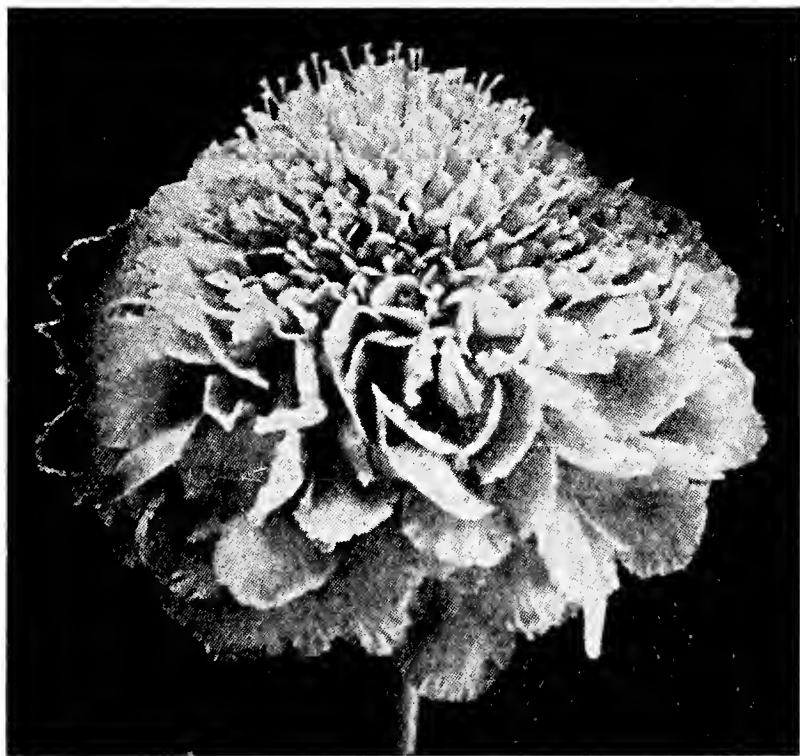
Statice (Sea Lavender)



STATICE (Sea Lavender). Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Seed: Pkt. 10c; 1/8 oz. 35c.

Field Grown Statice Roots (2 for 50c) (5 for \$1.10) (10 for \$2.00). Prepaid.

Scabiosa



Loveliness A glorious new color in annual Scabiosa. The most beautiful Scabiosa ever introduced. As a cut flower it is unsurpassed. The fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon-Rose color. Pkt. 15c.

NEW GIANT HYBRIDS, MIXED. Largest and loveliest of improved Scabiosas in grand mixture. Pkt. 15c. (One pkt. each this and Loveliness for 25c.)

Good Mixed. Pkt. 5c; 1/2 oz. 25c.

Two Little Known Flowers

(And Such Funny Looking Bulbs!)



Ranunculus Blooms

Ranunculus Bulbs Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart. Just cultivate and water moderately. **Warning!** Too much water may cause failure. Keep soil moist but not very wet. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring.

TECOLOTE GIANTS. Largest and most magnificent strain. Award of Merit, Mass. Hort. Society 1933 and 1934. 10 for 50c; 25 for \$1.00; 100 for \$3.80, prepaid.

Anemone Bulbs Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

MONARCH DE CAEN. Very favorite strain. Immense brilliant flowers. 10 for 40c; 25 for 90c; 100 for \$3.20, prepaid.

J. D. Sez, Sez 'e

Writing the Seed Catalogue

By J. D. Long

Along about this time of year
I moan and groan and shed a tear,
And wish I were some lucky dog
That never writes a catalogue.

A guy must know his salsify—
Bust into print, and tell 'em why,
If he would garner in the dough,
Such times as these, when biz is slow.

Must paint the lily and sweet pea,
And tell of eats for lunch and tea
That can be grown in your back yard,
Less fattening than sweets and lard.

His spiel should move some reader fair,
With Mae West form and henna hair,
To buy a bulb or Rambler rose
Instead of powder for her nose.

When boosting Golden Bantam corn,
He points with pride and blows his horn.
To show he's not behind the times,
He talks off-hand of vitamins

That come in carrots by the gross.
(Will perk you up when you're morose.)
Sez 'e, "The Early Wonder Beet
Is full of juice, so nice and sweet."

At night he lies awake in bed
And writes about a cabbage head
That grows SO big, yet doesn't bust.
This seed he sells, but not on trust.

His super-spinach, ain't it grand!
Thick juicy leaves, but minus sand.
In case you crave a cantaloupe,
Just lamp page nine for all the dope.

The seedman thinks he's some big whale
When telling how to raise the kale.
But the job that makes him mad
Is keeping plants from going bad.

'Tis fun to tell you what is best
To plant in gardens, east or west,
But when it comes to bugs and lice
He'd rather talk of pop on ice.

Since men don't live by bread alone,
Their gardens need some color tone
That flowers new as well as old
Will furnish if the seed they're sold.

Read at the annual banquet of the Colorado Seedsmen's Association in Denver, December 7, 1934.

How I Got a Ticket

By J. D. Long

Since to the judge my dough has gone,
I feel some verses comin' on.
There simply hain't no use a-tryin'
To dodge that traffic cop, O'Brien.

From "Old Cheyenne" I was returning
Against the wind, much gas a-burning.
I didn't hear that sign say "Stop!"
Nor lamp, in time, the traffic cop.

My brain was in a coma state,
Because that noon too much I ate.
I even thought must be a joke
When first the siren gently spoke.

So didn't stop, but onward sped—
Alas! too soon, my face was red.
With louder blast that natty cop
Brought my new Ford to sudden stop.

I had a dandy alibi,
Tho' knew it sounded like a lie.
Some cops are made of human stuff;
O'Brien didn't treat me rough.

He rushed me to the judge's home—
That's why I write this mournful tome.
The judge had dined, and et his fill,
Felt quite benign—reduced my bill.

Of course, I might as well confess,
I'm plumb fed up on such a mess,
But am not mad, and hold no grudge
Against that traffic cop or judge.

Now let's talk sense about this job,
Instead of rave, and wail, and sob.
If any guy a-drawing pay
For selling shoes or pitching hay

Loafs on the job because he's tired,
The chances are he'll soon be fired.
But if industrious, he's praised;
Sometimes, perhaps, his pay is raised.

But let a COP his work do well,
He's cussed, and told to go to——.
"Four out of five" will roar and beller—
The cop should catch the OTHER feller!

Author's Note: The foregoing incident—or tragedy—occurred Sunday afternoon, December 22, 1935, just north of Ft. Collins, Colorado. Thought I'd finished my Christmas shopping, but overlooked a "fine" purchase. Just what I wanted! "How did you guess it, judge?"

The judge does business on the cash and carry plan. He helped my eyesight a whale of a lot.

“Safety-First” Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

Any of these commercial fertilizers are good: Vigoro, Sacco, Bartco, Loma. Use 3 or 4 pounds to 100 square feet. Your local seed or feed store can supply, or get, these fertilizers.

EVERBEARING STRAWBERRY PLANTS



Late last fall my son Everett dug an average strawberry plant from our field and photographed it as shown above, with excess leaves pinched off, ready to plant.

Note the many fibrous roots. If any more, the plant would look like a typical Russian beard.

I have drawn a mark suggesting about where to cut off the tips of the roots before planting.

For description and prices of true EVERBEARING PLANTS, see page 49.

Purest White Clover

Clean seed, of bright golden color and strong vitality, “rarin’ to go.” Sure fine. Lb. 75c; 2 lbs. \$1.40; 3 lbs. \$2.10, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$3.20	\$3.25	\$3.35	\$3.45	\$3.55	\$3.65
10 lbs.....	6.10	6.20	6.40	6.60	6.80	7.00

Best Kentucky Blue Grass

Very heavy and clean. Lb. 55c; 2 lbs. \$1.00; 3 lbs. \$1.40, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$2.10	\$2.15	\$2.25	\$2.35	\$2.45	\$2.55
10 lbs.....	4.00	4.10	4.30	4.50	4.70	4.90

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$2.50	\$2.55	\$2.65	\$2.75	\$2.85	\$2.95
10 lbs.....	4.80	4.90	5.10	5.30	5.50	5.70

Astoria Creeping Bent

For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. **Astoria heads the list.** Astoria starts quickly and goes farther. **It creeps on top and under the ground.** Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: ½ lb. 70c; 1 lb. \$1.35; 2 lbs. for \$2.50; 3 lbs. for \$3.60; 5 lbs. for \$5.50, prepaid. (Bent does not thrive in all soils. Kentucky Blue Grass is more dependable.)

Shady Nook Lawn Grass

Special mixture for shady places. Lb. 60c; 2 lbs. \$1.15; 3 lbs. \$1.65; 5 lbs. \$2.50, prepaid.

For the Lawn's Sake

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to three parts blue grass. Use not less than pound to 200 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season to compete with dandelion seed.

Mastodon Strawberries still lead. After filling page 49 plumb full, it occurred to me that I almost crowded **Mastodons** off the page. I kinda took it for granted that everyone knows Mastodon is still the **King of Everbearers.**

BOULDER, COLORADO

Name _____

2

Street

P. O. Box.

R. D. No.

Box.

Date**Postoffice.**

-193-

State.

Express Office.

COLORADO Customers: Please Add State Sales Tax. Thanks.

ORDER BLANK—Continued

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SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer_____*

DOES YOUR NEIGHBOR WANT A CATALOG?

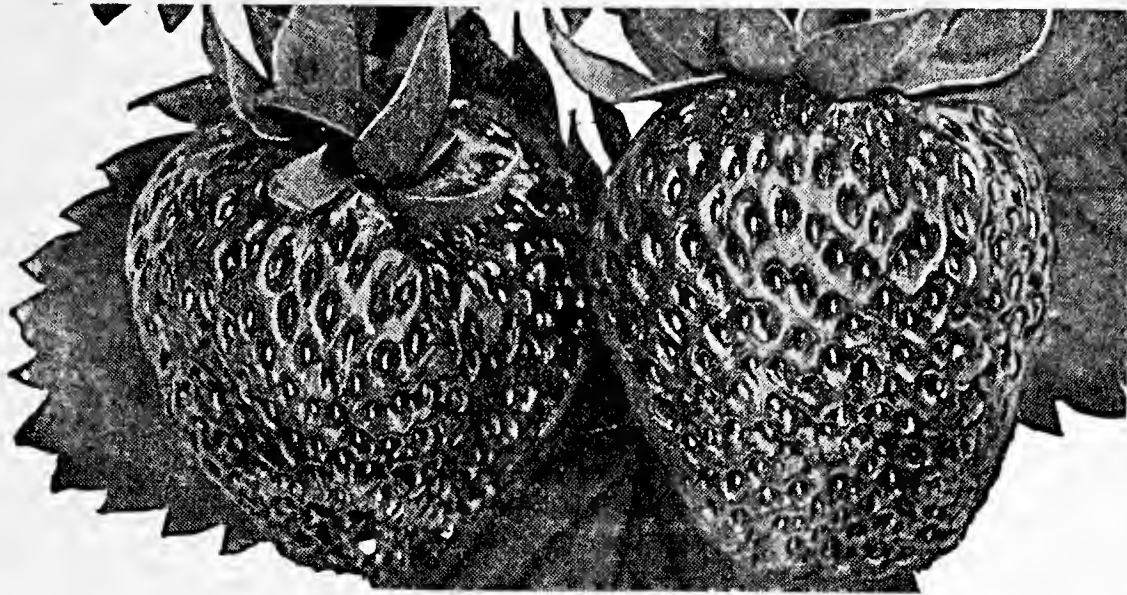
Please give name and address here:

MASTODON

Everbearing Strawberries

True stock, free from disease. My plants officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants sent out. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. Plants set out in spring begin bearing in July or early August, continuing until heavy freezing weather. They start bearing again the following June. The dark green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle. (Prices below.)



PLANTS SHIPPED IN SPRING ONLY

The New "GEM" Everbearing Strawberry At Last—Another GOOD Everbearing Strawberry

Everything considered, the Mastodon has held first place for some years now as the world's best Everbearing strawberry.

In the meantime, I've been scouting around, trying to find a running mate for Mastodon—some good new variety that has certain qualities lacking in the Mastodon. No variety is perfect, you know.

Have tried out a number of high priced, highly praised kinds, but discarded all to date except this new find, the "GEM."

It is neither fair nor practicable to say that this or any other variety is as good as the genuine Mastodon, for, as I've suggested, one variety excels in some points, another is better in some other ways.

Whether it's Mastodon, Gem, or any other variety, your success depends greatly on getting true stock, healthy plants well packed and safely delivered. That's what you get from me.—JD.

Now about this **GEM** strawberry. It doesn't make as large plants as the Mastodon, but it's amazing how quickly the plants "take hold" after set out, and establish themselves, "ready for business."

They soon develop new leaves and begin sending out runners early. Very soon also they begin to bloom, and unless first blossoms are picked off, berries will begin to set early in summer.

I think it's best to pinch off first crop or two of blooms of any everbearing kind. But one thing in favor of the "GEM" is that the plants thrive and forge ahead even if berries are allowed to mature early in the season.

After thinking it over, I decided to make just one scale of prices for **BOTH MASTODON AND GEM** plants. Furthermore, you can take part each of the two kinds to get the quantity prices.

Plants are put up in bundles of 25. So make up your order, for example: 25 of one kind and 75 of the other, or 50 of each kind, to get the 100 rate. Or, 150 of one kind and 250 of another to get the 400 rate, and so on.

And here are the prices, prepaid anywhere in U. S. A.

(50 plants, smallest order packed, for \$1.00) (100 for \$1.80) (200 for \$3.40) (300 for \$4.80) (400 for \$6.00) (500 for \$7.00) (1,000 for \$13.50.) Prepaid.

Write for prices for **MASTODON PLANTS BY EXPRESS, NOT PREPAID.**

Suggestions for Growing Everbearing Strawberries

Give your strawberries rich, well-fertilized ground. They are heavy feeders. Rich soil and lots of water are two main requirements. Frequent cultivation is also important. Artificial watering can be given either by run-

ning water along the rows or by overhead sprinkling. I can't see any particular difference in results if you are sure to give the plants a good soaking and often.

Additional suggestions sent with each order.

LONG'S VEGETABLE SEEDS

Tried and True—Best for You

Beans, Priced Prepaid

Brittle Wax The tender pods break like icicles, with seldom a sign of string. Flavor fine. The long, round fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 20c; 1b. 35c; 2 lbs. 65c; 3 lbs. 90c. **Brittle Wax shown at the right.**

Golden Wax Medium early flat podded variety. Tender if picked quite young but gets stringy later. Brittle Wax much better. Pkt. 5c; ½ lb. 17c; 1b. 30c; 2 lbs. 55c; 3 lbs. 80c.

Stringless Green Pod Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 20c; 1b. 35c; 2 lbs. 65c.

Kentucky Wonder Favorite pole bean. Pkt. 10c; ½ lb. 20c; 1b. 35c; 2 lbs. 65c; 3 lbs. 90c.

Colorado Cream Butter (Aztec.) Immense white bean, shape of navy. Pkt. 10c; ½ lb. 20c; 1b. 35c; 2 lbs. 65c; 3 lbs. 90c.

Henderson's Lima "Baby Lima." Pkt. 10c; ½ lb. 17c; 1b. 30c; 2 lbs. 55c; 3 lbs. 80c.

Burpee's Bush Lima Pkt. 10c; ½ lb. 40c; 1b. 22c; 2 lbs. 75c.

For Larger Lots See Page 62



Scarlet Runner Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 25c; 1b. 45c, prepaid.



Table Beets, Prepaid

PRICES: All Table Beets, LARGE PKT. 5c; oz. 10c.

Crosby's Early Egyptian Turnip shape; flesh deep red. Early.

Detroit Dark Red Globe shape; smooth; dark red; tops small, permitting close planting. A good all around early, medium or late variety. Splendid for canning when small.

Early Eclipse Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

Early Wonder A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

For Larger Lots See Page 62

More About Beans

I could list a dozen or so more varieties, and did use to have a longer list. But my customers boiled the list down for me by ordering nothing else much but the favorite varieties above. Even Golden Wax could be omitted, because Brittle Wax so much better.

My "Down South" customers are especially fond of Limas. But not as dry matured beans, as usually cooked. They pick them when the beans are well formed, but still green. Then shell and cook like peas. "That's sumpin'." The Henderson or "Baby Lima" is much easier to grow than other Limas. Try Henderson Limas the "Down South" way. You'll be surprised.

Washington Asparagus

Seed: Pkt. 10c; oz. 15c; ¼ lb. 40c; 1b. \$1.00.

Roots: 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

From Virginia: "The very fine Iris rhizomes arrived in good shape. They are such big husky-looking roots, too."
—Mrs. G. A. L.



CABBAGE---Best Kinds for Home and Market ---Prepaid

Copenhagen Market Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

Danish Round Head (Short-Stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 62 for sealed bags in lots of half pound or more of Danish Round Head seed.)

Golden Acre Similar to Copenhagen, but more uniform in type, a little smaller, but week or so earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

Danish "Baby Head" A very early round head type that takes little space for each plant. The heads are of medium size, just right for average family use, and exceedingly solid. Pkt. 10c; oz. 25c.

Chinese Or **CELERY CABBAGE**. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.

EARLY JERSEY WAKEFIELD. Small pointed head. Pkt. 5c; oz. 20c.

WINNINGSTADT. Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 20c.

ENKUIZEN GLORY. About same season as Winningstadt, but head is round instead of pointed. Pkt. 5c; oz. 20c.

Yellows Disease Resistant Cabbage

If you have no trouble with the cabbage disease known as "Yellows," then plant the regular stocks. But if this disease has gotten into your soil it will STAY there, and cause you partial or total loss of your cabbage crop, unless you switch to the **Yellows-Resistant strains**. The Yellows-Resistant strains are about 10 days later and not quite so uniform in type as regular strains.

Marion Market (Yellows-Resistant.) Use in place of Copenhagen Market. Very prepaid. similar. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50 lb. \$2.70,

Wisconsin No. 8 Used in place of Danish Round Head where Yellows-Resistant is prepaid. needed. Pkt. 10c; oz. 30c; ¼ lb. 90c; ½ lb. \$1.50; lb. \$2.70,

Globe (Yellows-Resistant.) Enkhuizen Glory type. Heads large, firm, globular. Pkt. 10c; oz. 35c; ¼ lb. \$1.00; ½ lb. \$1.80; lb. \$3.20, prepaid.



LATE FLAT DUTCH. Very large. Pkt. 5c; oz. 20c.

SAVOY CABBAGE. Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

MAMMOTH ROCK RED. Large red cabbage. Pkt. 5c; oz. 20c.

Brussels Sprouts Tiny cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

For Larger Lots See Page 62

Mangels, Sugar Beets, Prepaid



Culture: Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00, prepaid.

MAMMOTH LONG RED. Great yielder. One of the best.

GOLDEN TANKARD. Roots thick and short.

GIANT HALF SUGAR. About half out of the ground.

WANZLEBEN SUGAR BEET. The standard sugar beet. True strain. Prices above.

Special Mixture of Mangels and Sugar Beets

Mixed by myself from our tested seed. Better for stock than all Mangels or all Sugar Beets. Prices above.

Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

BLACK BEAUTY. Pkt. 10c; ½ oz. 25c.

Endive

WHITE CURLED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

BROAD LEAVED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

CARROTS

Six Super-Six, Prepaid


OXHEART. Short, thick roots, orange flesh. Large pkt. 5c; oz. 10c.

DANVER'S HALF LONG. Medium length, orange color. Large pkt. 5c; oz. 10c.

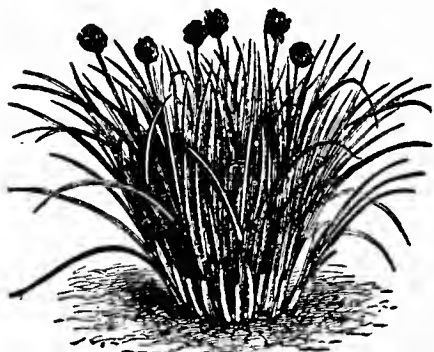
CHANTENAY. Splendid table carrot. Large pkt. 5c; oz. 10c.

NANTES. Roots almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core. Large pkt. 10c; oz. 15c.

MORSE'S BUNCHING. (New.) Tops short. Stems medium size and strong. Roots at maturity $1\frac{1}{4}$ by 8 inches, almost cylindrical with rounded shoulders (see illustration at left). Large pkt. 10c; oz. 15c.

CHANTENAY (NEW RED CORED). A distinct improvement over the well-known Chantenay in color, texture, and quality of flesh. Roots $5\frac{1}{2}$ to 6 inches long, $2\frac{1}{4}$ inches thick at the shoulder; tapered, stump-rooted; flesh and core reddish-orange, fine grained, sweet. Large pkt. 10c; oz. 15c. 

For Larger Lots See Page 62



Chives

Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. Seed, Pkt. 10c; $\frac{1}{2}$ oz.

40c. Plants, 3 clumps for 50c; 7 for \$1.00, prepaid. (Clumps can be divided.)

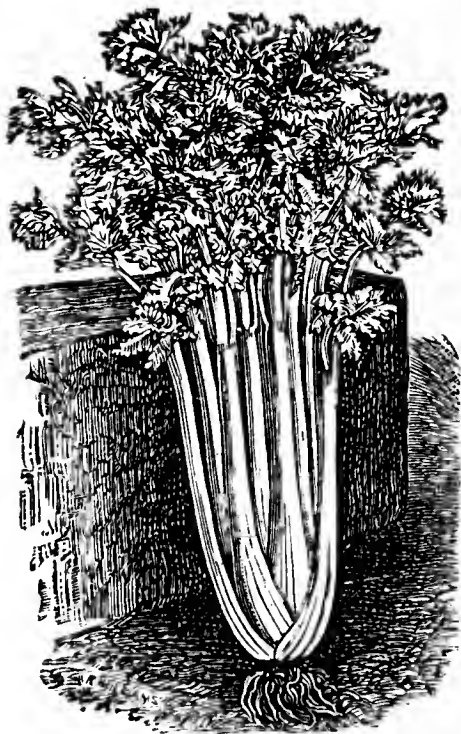


Chantenay
Red Cored



Morse's
Bunching

Celery, Prepaid



Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your Agricultural College for information on celery growing.

GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

GIANT PASCAL. The best late celery for winter use. May be blanched with soil, paper or boards. To get those brittle sweet white

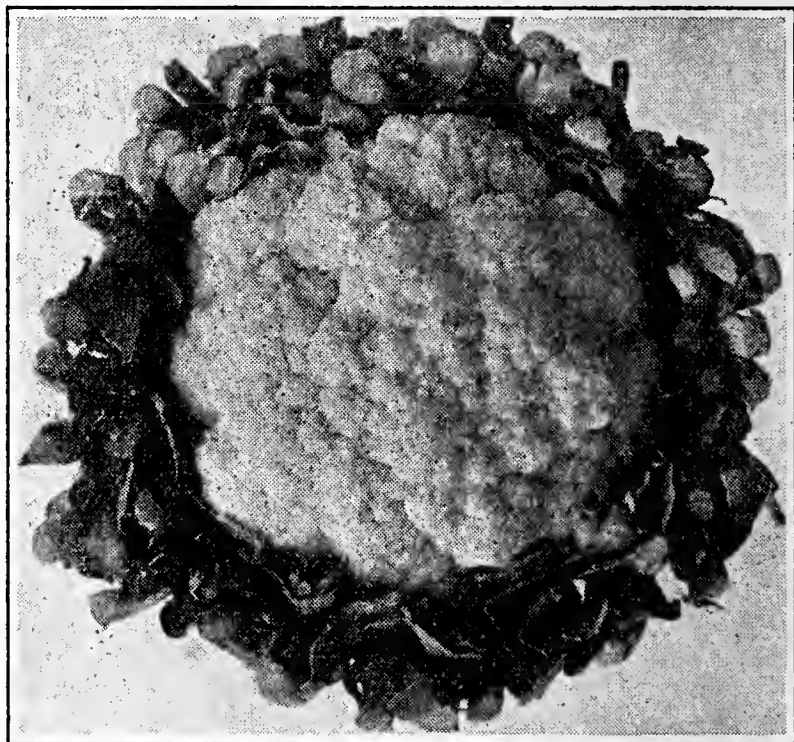
stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c.

GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; $\frac{1}{2}$ oz. 40c; oz. 75c.

WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CELERIAC. For seasoning meats, soups, salads. Turnip-shaped roots. Pkt. 5c; oz. 25c.

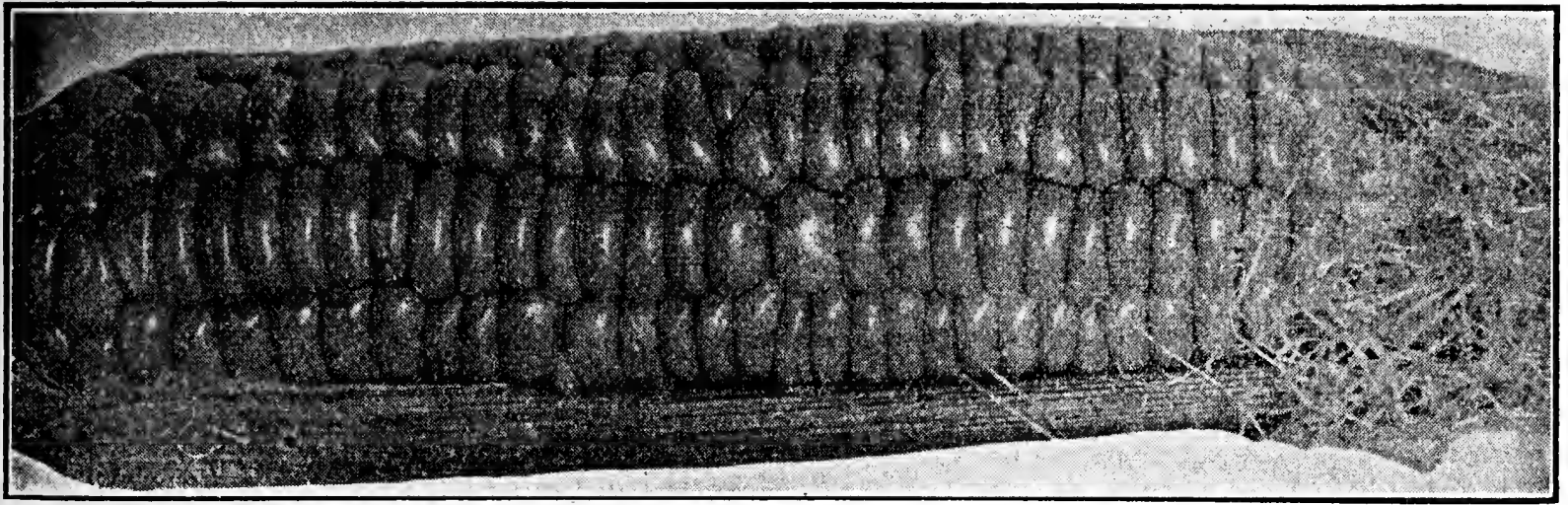
Cauliflower, Prepaid



PRICES: Price for either variety: Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c; $\frac{1}{2}$ oz. 90c; oz. \$1.50; $\frac{1}{4}$ lb. \$5.00; $\frac{1}{2}$ lb. \$9.50; lb. \$18.00.

EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

DRY WEATHER. Very large, white heads. Also called Danish Giant. Later than Snowball. High grade imported seed.



Sweet Corn, Prepaid

PRICES: All Sweet Corn at: Large pkt. 10c; ½ lb. 15c; 1b. 30c; 2 lbs. 55c; 3 lbs. 80c, (alike or assorted kinds) prepaid.

GOLDEN BANTAM. If you plant just one kind of Sweet Corn, then make this the one. Not only sweet, but the silks or "whiskers" come out easily, leaving a nice clean ear for cooking.

"EARLY SUNSHINE." Similar to Bantam in color and size but a week earlier.

EARLY GOLDEN GEM. Small ears but exceedingly early.

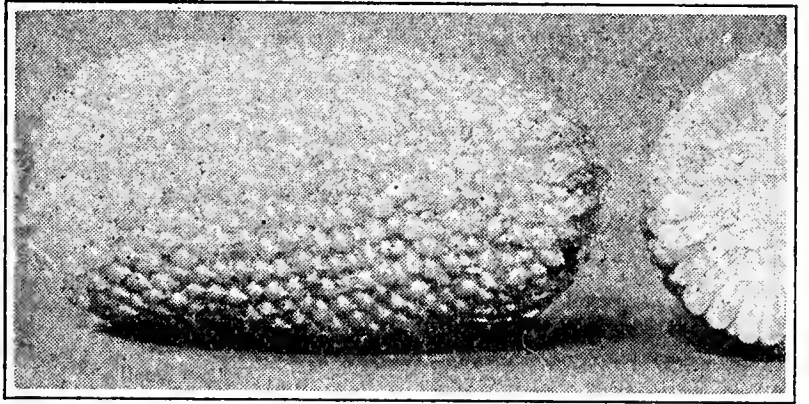
EARLY WHITE MARKET. A winner if your market calls for white Sweet Corn.

GIANT BANTAM. Known also as Bantam-Evergreen. Golden color.

GILL'S EARLY GOLDEN. Cross between Early Gem and Early Golden Market. Has the good qualities of Gem, but larger. **Early.**

STOWELL'S EVERGREEN. Large white.

COUNTRY GENTLEMAN. Tall late, white.



Pop Corn, Prepaid

JAPANESE HULL-LESS. Ears are short and "stubby." Grains very deep and slim. Hulls thin and transparent. Pkt. 10c; ½ lb. 15c; 1b. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

WHITE RICE. Pkt. 5c; ½ lb. 15c; 1b. 25c; 2 lbs. 45c, prepaid.

MAMMOTH WHITE, SPANISH. Pkt. 10c; ½ lb. 15c; 1b. 30c; 3 lbs. 80c, prepaid.

DYNAMITE. Also known as "T. N. T.," also So. American. Large ears and grains. Rich yellow, which, when popped, gives the effect of buttered pop corn. Pkt. 10c; ½ lb. 15c; 1b. 30c; 2 lbs. 55c; 3 lbs. 80c, prepaid.

Cucumbers, Prepaid *For Larger Lots See Page 62*



"Long's Long Longed-For Longest Long Green"

Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

Really, you're missing something fine if fail to plant at least a few hills of this "Cuke." When well grown, the fruits are about a foot long and 2½ inches in diameter near the blossom end, tapering slightly toward the stem.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Pkt. 10c; oz. 20c. (Call this the 5L Cuke for short.)

Prices: All CUCUMBERS (except "5L") at: **LARGE** Pkt. 5c; oz. 10c.

EARLY FORTUNE. Fine for pickles when small, and good slicer.

EARLY WHITE SPINE. Old favorite.

KLONDIKE. Very early white spine.

BOSTON PICKLING. For pickles.

IMPROVED LONG GREEN.

DAVIS PERFECT. So nearly perfect in shape it often brings extra price.

WEST INDIA GHERKIN. Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

Head Lettuce, Prepaid

Prices: All varieties LETTUCE (except New York): LARGE PKT. 5c; Oz. 10c.

Improved Hanson Good heading variety. May also be used as leaf lettuce.

Iceberg Similar to Hanson. Crisp and tender. Fine for home gardens.

Big Boston Popular market variety.

Denver Market Rather loose head; leaves light golden green.

Early Prize Head Forms loose head. Leaves crimped; tinged brownish-red.

Cos One of the surest blanching kinds, of elongated form.

Mignonette Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color.

New York Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. True selected stock of this NEW YORK head lettuce seed: (Pkt. 10c) (oz. 15c) (¼ lb. 45c) (lb. \$1.40) (2 lbs. \$2.70) (3 lbs. \$3.90) (4 lbs. \$5.00) (5 lbs. \$6.00) (10 lbs. \$11.00), prepaid.



Head Lettuce—New York

LEAF LETTUCE, PREPAID

Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.

Grand Rapids Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or cold-frames. Splendid for open garden also.

For Larger Lots See Page 62

Herbs All 10c Pkt.

Caraway, Catnip, Coriander, Fennel, Lavender, Marjoram, Rosemary, Savory, Dill—Oz. 15c, Sage—½ Oz. 25c.

Kohl-Rabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

Kale, or Borecole

Used for greens. Pkt. 5c; oz. 15c.

Water Melons, Prepaid

PRICES: All Water Melons, LARGE PKT. 5c; Oz. 10c.

BEST FOUR WATER MELONS

Fordhook Early
Stone Mountain
Kleckley's Sweet
Klondike



Kleckley's Sweet—Improved

Fordhook Early The earliest and best melon of good size. Fruit round, skin dark green, flesh is bright red, of fine quality. Brown seeded.

Ice Cream Very sweet, early melon for home or home market.

King and Queen (Winter Water-melon.) A Russian variety of fair size, round in shape; rind light cream with green striping; early.

Klondike The favorite brown seeded strain. Flesh deep red, stringless and melting. Seeds small, spotted white and brown. Weight around 25 pounds.

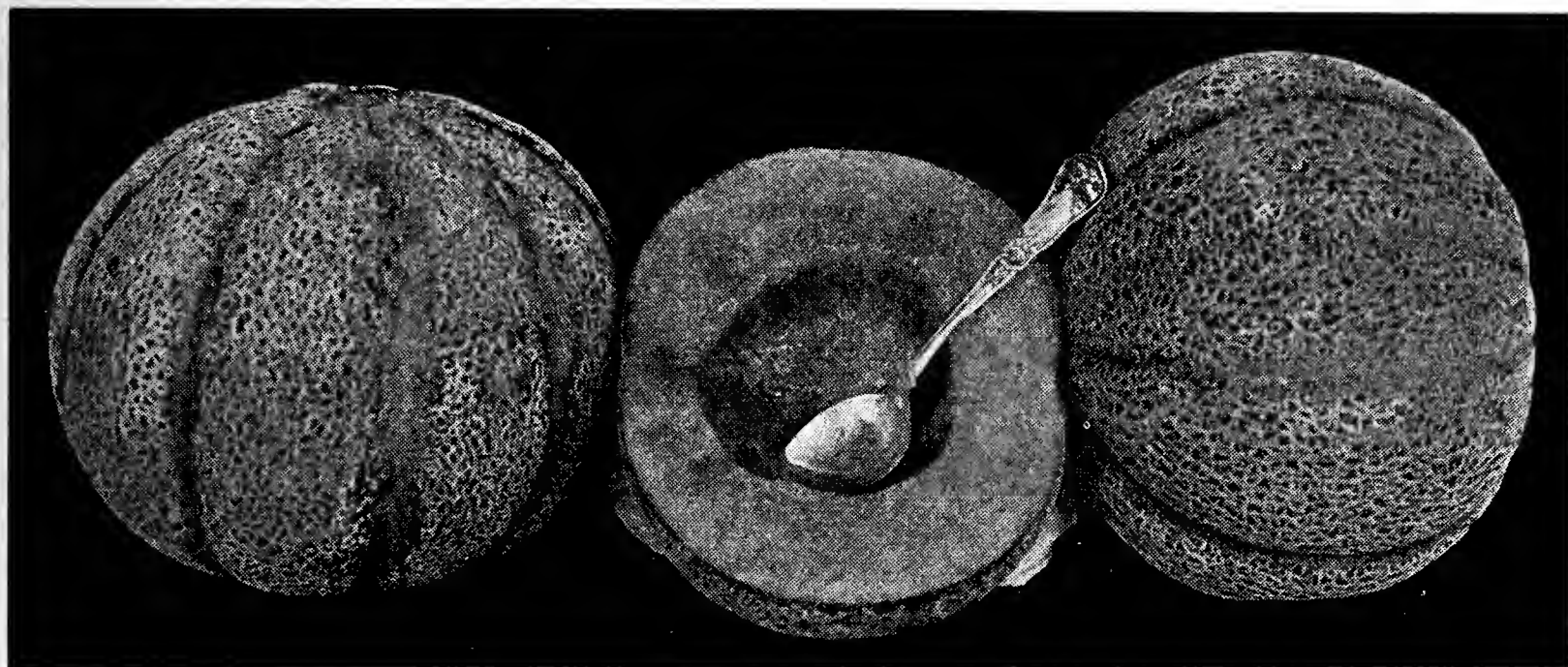
Kleckley's Sweet The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet, sugary.

Stone Mountain A large, nearly round melon having red flesh and free from stringiness. Very productive and excellent for home use. Big seller. (Also called "Dixie Belle.")

Tom Watson Similar to Kleckley's Sweet, but still larger, and firmer.

Citron Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

For Larger Lots See Page 62



Greeley Wonder Melon—"Sweet as Honey"

PRICES: All Musk Melons and Cantaloupes, (except Milwaukee Market), **LARGE PKT.** 5c; **Oz.** 10c, Prepaid.

ROCKY FORD. The green meated strain.

HALE'S BEST. One of the newest and very best of the Rocky Ford type Cantaloupes. Larger than other strains, yet about 10 days earlier. The salmon-colored flesh is fine grained and of excellent flavor. Good keeper and shipper.

POLLOCK No. 10-25, SALMON TINT. Another Rocky Ford Cantaloupe. Heavily netted. Cuts with golden center.

BURRELL'S GEM. Larger, longer and firmer than Emerald Gem. Rather late.

EMERALD GEM. Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

HONEY DEW. Large late melon that ripens after being picked and stored, if fails to mature in field. **Green flesh.**

HONEY DEW. Same as above, but flesh salmon. (Be sure to state which wanted.)

BANANA. These Musk Melons are banana shape and have a banana-like flavor. Thick salmon flesh.

GARDEN LEMON. Very small. For pickles and preserves. **Pkt.** 5c; **oz.** 20c.

(For larger lots of Water Melon and Musk Melon see page 62.)

Greeley Wonder Musk Melon

Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. (**Large Pkt.** 5c) (**oz.** 10c) ($\frac{1}{4}$ lb. 30c) (lb. 90c) (2 lbs. \$1.75) (3 lbs. \$2.50) (5 lbs. \$4.00).

Large New "Milwaukee Market" Musk Melon

Very highly recommended. Medium to large, oval, salmon-fleshed melon. Very prolific, vigorous grower, producing up to 10 large melons to the vine. Does not crack open as some kinds do. Disease resistant. Flavor excellent. **Pkt.** 10c; **oz.** 15c; $\frac{1}{4}$ lb. 40c; lb. \$1.40, prepaid.

Mustard, Prepaid

OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. **Pkt.** 5c; **oz.** 10c; $\frac{1}{4}$ lb. 25c; lb. 70c, prepaid.

Okra, or Gumbo, Prepaid

The green pods are used in soups, to which they impart a rich flavor. **Pkt.** 5c; **oz.** 15c.



Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover $\frac{1}{2}$ inch.

DARK MOSS CURLED. Fine for garnishing. **Pkt.** 5c; **oz.** 15c; $\frac{1}{4}$ lb. 35c.

LONG'S Parsnips, Prepaid



Culture: Sow early in deep mellow soil, pressing soil after planting.

HOLLOW CROWN. Large. **Pkt.** 5c; **oz.** 10c; $\frac{1}{4}$ lb. 30c; lb. 75c; 2 lbs. \$1.40, prepaid.

Onions, for Home and Market, Prepaid

Here's That Early Golden Yellow Colorado Onion

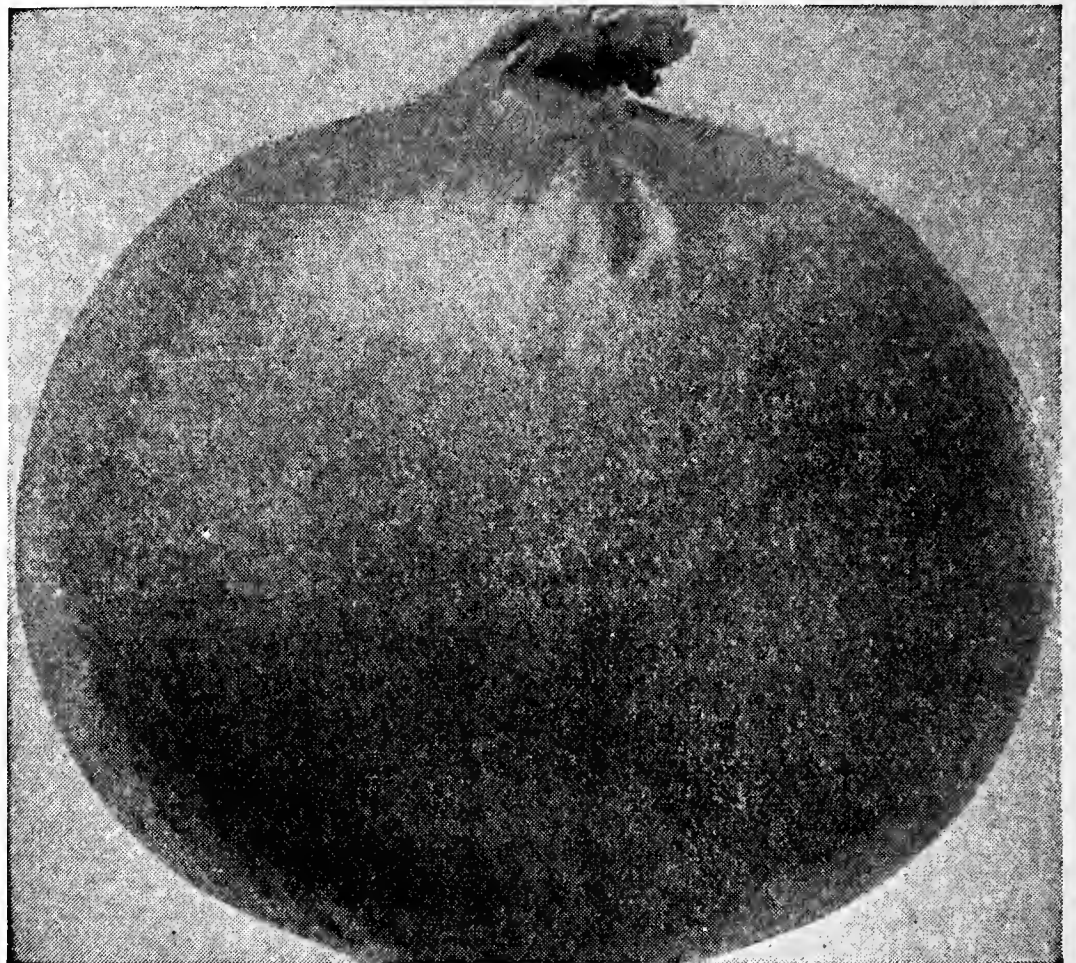
Mountain Danvers—Franklin's Improved Strain

Improved Mountain Danvers is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

Improved Mountain Danvers insures a crop in many localities where season is short and ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope in Colorado, where this onion originated.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

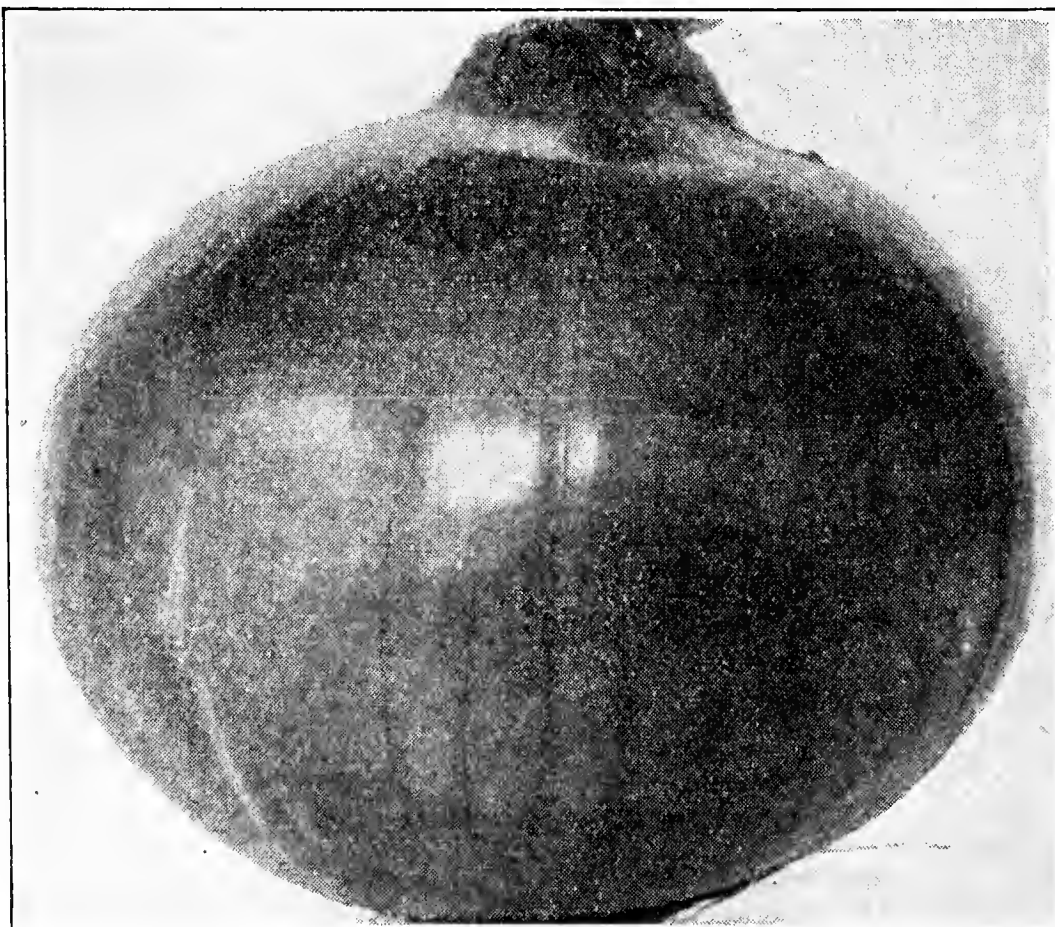
LARGE PKT. 10c; Oz. 25c.
For Larger Lots
See Page 62



Yellow Sweet Spanish Onion—Riverside Strain

An American strain of the famous Spanish variety, Valencia. The bronze-yellow globe onions are much larger than Prize Taker and Denia. Flesh pure white, fine grained, sweet and mild. Cured right, keeps long time. Heavy yielder. Where seasons are short, start in hotbed and transplant to field.

Prices for true Riverside Strain: **LARGE PKT. 10c; Oz. 25c.** Larger lots, page 62.



Golden Sweet Spanish Onion—Riverside Strain

White Spanish

A sport from Yellow Riverside Spanish. Large, mild, heavy yielder, good seller. Large pkt. 10c; oz. 40c.

White Silverskin

A good medium size. Is early, mild, long keeper. Large pkt. 5c; oz. 20c.

White Globe

Pure white, long keeper. Large pkt. 5c; oz. 25c.

WHITE BARLETTA

Very early pickling. Large pkt. 5c; oz. 20c.

SOUTHPORT RED GLOBE

Leading red money maker. Large pkt. 5c; oz. 20c.

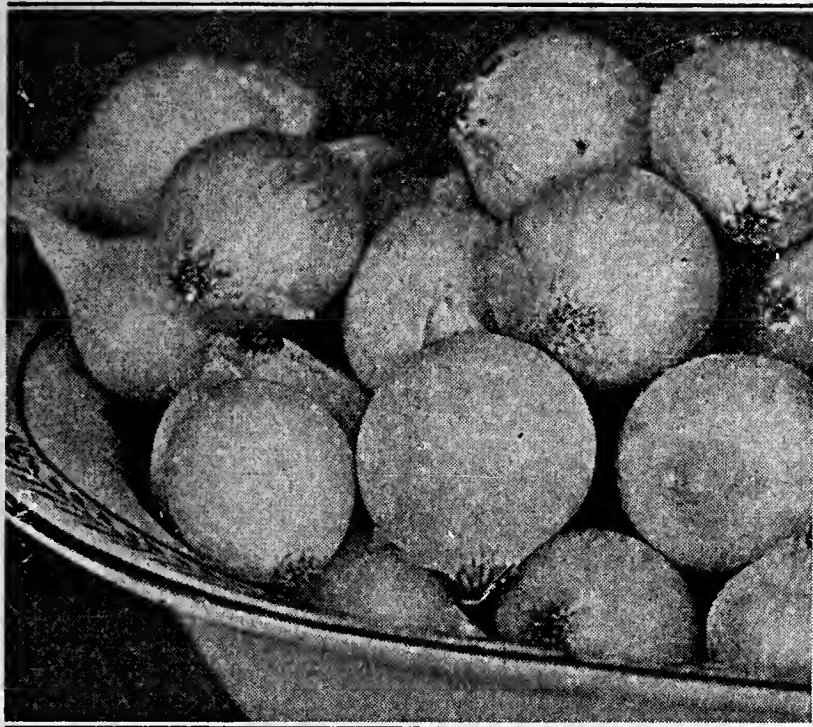
SO. YELLOW GLOBE

Good yielder. Good seller. Large pkt. 5c; oz. 20c.

YELLOW GLOBE DANVERS

Later than Mt. Danvers. Large pkt. 5c; oz. 20c.

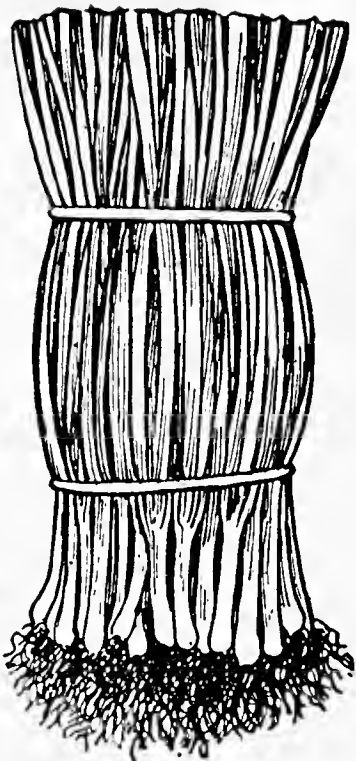
For larger lots of Onion seed, see page 62.



Onion Plants, Prepaid

CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery. Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 50c; 5 bunches \$1.00; 12 bunches \$2.00; 25 bunches \$4.00, prepaid within 4th zone only.



Colorado Grown "Hand Polished" Onion Sets

LONG'S Regular Sets

That's no joke. These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more to plant than seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. Use the smaller size sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better matured dry onions.

PRICES FOR REGULAR SETS							
	2nd	3rd	4th	5th	6th	7th	
YELLOW	Zone	Zone	Zone	Zone	Zone	Zone	
1 Quart....	\$.23	\$.24	\$.25	\$.26	\$.27	\$.29	
2 Quarts...	.40	.41	.44	.47	.49	.53	
4 Quarts...	.72	.76	.83	.92	.99	1.09	
8 Quarts...	1.24	1.32	1.45	1.61	1.75	1.93	
16 Quarts...	2.28	2.43	2.68	2.98	3.26	3.60	
WHITE							
1 Quart....	.25	.26	.27	.28	.29	.31	
2 Quarts...	.46	.47	.50	.53	.55	.59	
4 Quarts...	.82	.89	.90	.99	1.06	1.16	
8 Quarts...	1.44	1.52	1.65	1.81	1.95	2.13	
16 Quarts...	2.48	2.63	2.88	3.18	3.46	3.80	

All sets figured at 32 lbs. to bushel (1 lb. to quart).

"Tiny" Onion Sets, Prepaid

The smallest of all Onion Sets, about twice as large as garden peas. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

YELLOW TINY SETS: Pint 35c; qt. 60c; 2 qts. \$1.00; 4 qts. \$1.80, prepaid, any zone.
WHITE TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.20; 4 qts. \$2.20, prepaid, any zone.

LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

PRICES FOR HAZEL SETS (About 300 to the Quart)

	2nd	3rd	4th	5th	6th	7th	
HAZEL	Zone	Zone	Zone	Zone	Zone	Zone	
YELLOW							
1 Quart....	\$.33	\$.34	\$.35	\$.36	\$.37	\$.39	
2 Quarts...	.61	.62	.65	.68	.70	.74	
4 Quarts...	1.12	1.19	1.23	1.32	1.39	1.49	
8 Quarts...	1.94	2.02	2.15	2.31	2.45	2.63	
16 Quarts...	3.68	3.83	4.08	4.38	4.66	5.00	
HAZEL							
WHITE							
1 Quart....	.39	.40	.41	.42	.43	.45	
2 Quarts...	.70	.71	.74	.77	.79	.83	
4 Quarts...	1.32	1.39	1.43	1.52	1.59	1.69	
8 Quarts...	2.44	2.52	2.65	2.81	2.95	3.13	
16 Quarts...	4.48	4.63	4.88	5.18	5.46	5.80	

Strong Talk About Mild Onions

One thing I never do is to promise anyone that a certain onion is very mild. Some kinds naturally milder than others, but any likely to be hot. Depends a lot on how grown. If growth is rapid, with plenty of water, the onions will be milder than if plants stunted, growth slower, and water insufficient. Some customers report that they find Mountain Sweet Spanish milder than other kinds. But way a mild onion anyhow? If want something real mild, eat an egg plant, or mushroom.

In growing onions for market, use discretion. Don't grow too many of the Crystal White Wax produced from onion plants. They are fine, but the onions must be marketed soon after matured. Cannot be kept for rise in price like the standard sorts grown from seed, such as Southport Globes, Silverskin, Danvers, Mt. Danvers, and Mt. Sweet Spanish.

Popular, Profitable Peas, Priced Prepaid

Large, Luscious Laxtonian

This big variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. **Improved strain. Extra fine.** Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c ; 3 lbs. 90c.

Blue Bantam Nothing small about this pea but the vines. But the PEAS! Fine big pods, usually well filled, with large and luscious peas. Similar to Laxtonian. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Dwarf Telephone A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. A little later than Laxtonian. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Alaska Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 15c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Alderman The Tall Telephone type, but preferred by many to that good variety. If you plant just one of the tall, immense podded kinds, make this the one. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Ameer Almost as early as Alaska, but larger. Smooth seeded. Pkt. 5c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Edible Pod Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 5c; ½ lb. 18c; lb. 35c.

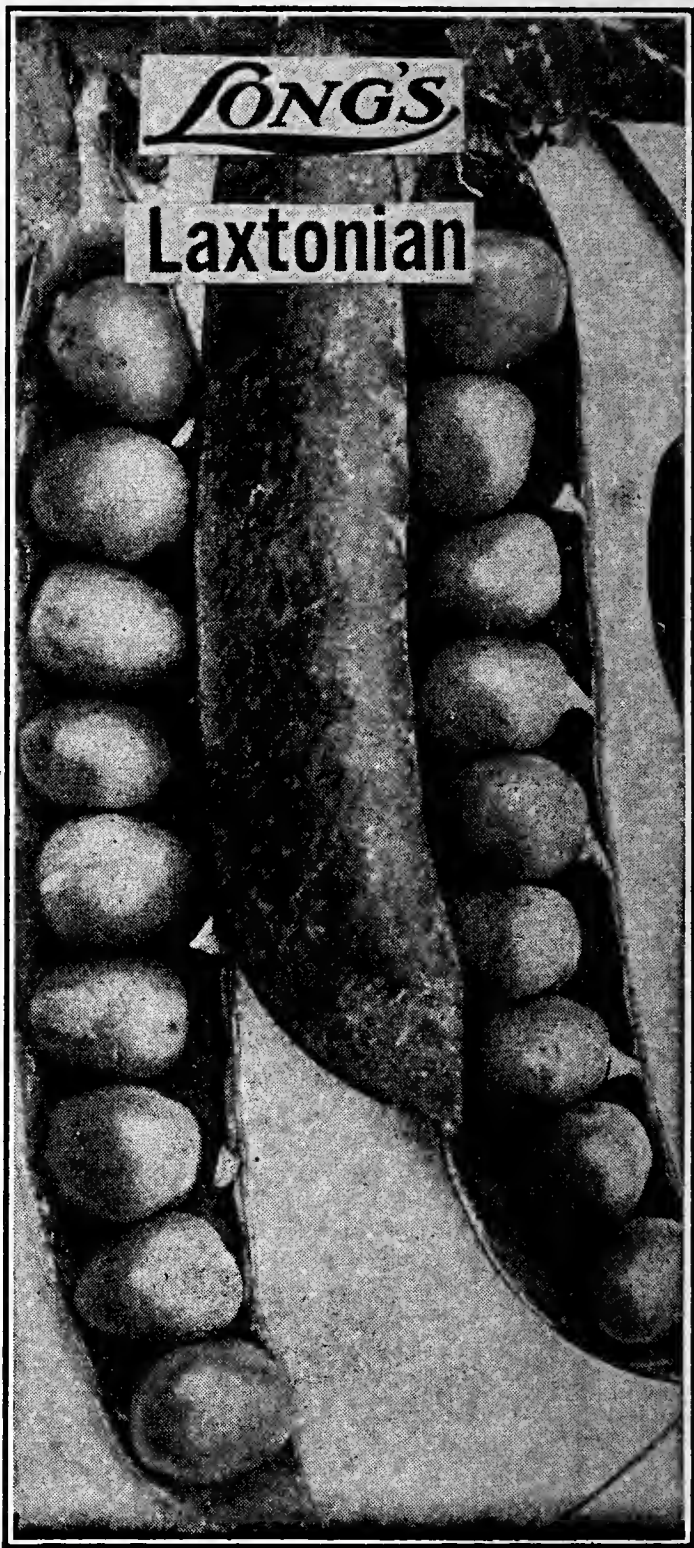
Everbearing (Bliss.) A later sort that continues bearing for some time. Stridah is ever so much better. Pkt. 5c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Little Marvel Early; vine short; pods not large, but always packed tight. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Stridah A wonderful new variety, second early, small to medium vines, giant pods, filled with large peas of splendid flavor. Take my word for it. Plant and see what you discover. Large pkt. 10c; ½ lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Tall Telephone Discontinued. Plant ALDERMAN instead, which I think is better.

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Gradus, Stridah, Alderman, etc.—in fact, all the others in my list, are sweeter and should be planted fairly early. **Peas thrive best in the cooler early months of the season, and do not do very well from late plantings.** Beans like hot weather but peas prefer it cooler. So plant liberally early in spring. Sow rather thick, using a pound to about 75 feet of row.



LONG'S Long Season Pea Collection

Plant these all same time, early spring best, and you will have a succession of luscious green peas for weeks.

½ lb. Alaska	\$.15
1 lb. Laxtonian35
½ lb. Blue Bantam.....	.18
½ lb. Dwarf Telephone.....	.18
½ lb. Stridah18
½ lb. Alderman18

Total value.....\$1.22
Special Price: \$1.00 for All, Prepaid

All Collections Prepaid

To prolong the season still more, plant Alaska and Laxtonian first and early. In week or so plant Blue Bantam and Dwarf Telephone. Then a week or 10 days later plant Stridah and Alderman. Don't hold any until late in spring. Peas do best if planted rather early.

Peppers, Prepaid

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.



RUBY KING. Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CHINESE GIANT. Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 50c; $\frac{1}{4}$ lb. \$1.40.

LONG RED CAYENNE. Pkt. 5c; $\frac{1}{2}$ oz., 20c; oz. 40c. "Full of pep."

RED CHILI. Small, red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c.

NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. 90c.

WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 20c; oz. 35c; $\frac{1}{4}$ lb. 90c.

CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 50c; $\frac{1}{4}$ lb. \$1.40.

Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

Pumpkins Prepaid

For larger lots see page 62.

Small Sugar The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.

Large Field Pkt. 5c; oz. 10c.

King of Mammoths Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

Best Rutabaga, Prepaid



AM. PURPLE TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 80c; 2 lbs. \$1.50.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

Crisp Radishes for Home and Market, Prepaid

PRICES: All Radishes: Large Pkt. 5c; Oz. 10c.

Early Scarlet Turnip **WHITE TIP** (Sparkler strain). Quick growing, very attractive for bunching account rich red color, except bottom, which is white.

Glass Or **CINCINNATI MARKET.** Corresponds to Icicle, but color is red. The best long red.

French Breakfast Half long type. Red, shading to white at base. Soon gets pithy.

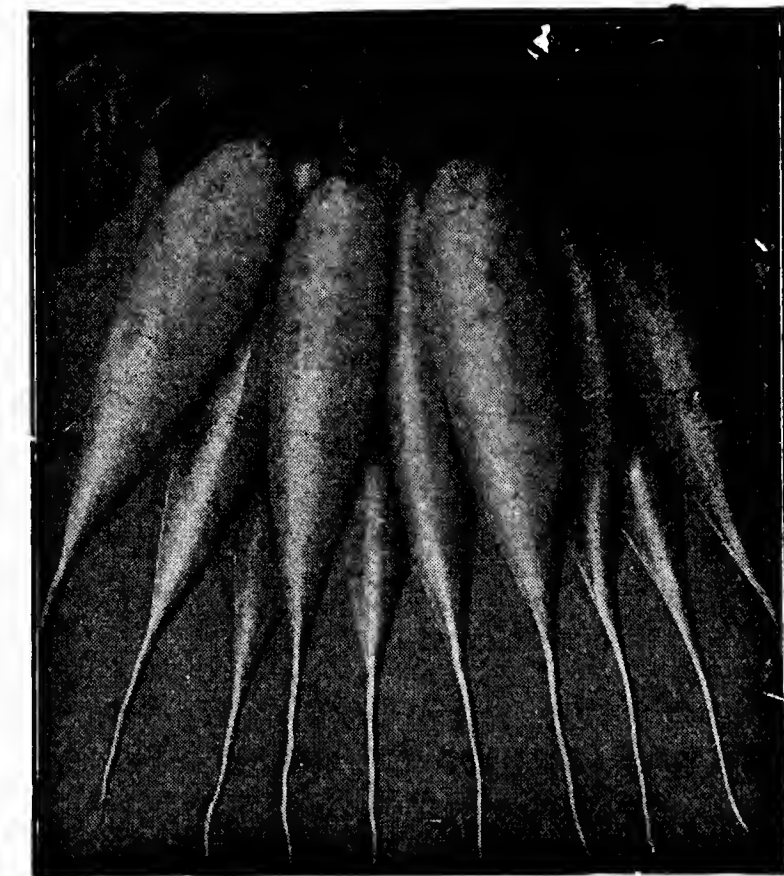
Saxa Exceedingly early bright scarlet round radish, with few leaves.

White Strasburg Similar to Icicle but larger and later.

Crimson Giant Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and have fresh, crisp radishes all summer and until late in fall.

Chinese Rose (Winter.) Pink, oval or half long.

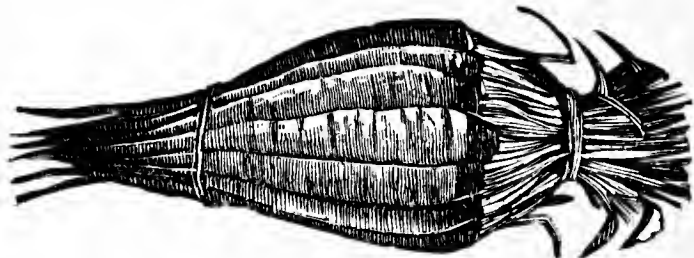
White Chinese (Winter.) Very large, mild and juicy. Extra fine.



White Icicle The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

For Larger Lots See Page 62

Salsify (Vegetable Oyster)



Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Large pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 60c, prepaid.

Squash, Prepaid



All Squash: Large Pkt. 5c; Oz. 10c.

TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth.

SWEET POTATO. Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes.

DELICIOUS. Varies in form and color.

WHITE BUSH SCALLOPED. For summer use.

GIANT CROOKNECKED. Best of summer squashes.

BANANA. As name implies, this is a long squash. When baked the thick golden meat is indeed delicious.

NEW TABLE QUEEN. Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well.

For Larger Lots See Page 62

I know a good gardener who plants his melons, squash and cucumbers twice, whether they need it or not. First planting is made early. If escapes frost, he has an early start. But the second planting is in same rows, but made a week or so later. In case the first planting freezes off, the second one is there all ready to pop through, and comes on earlier than if the patch were replanted after frost. Cost of seed is a small item compared with results from early crop. If both lots escape frost, the late one is hoed out. Looks to me like a mighty good plan.

Spinach, Prepaid



All Spinach: LARGE PKT. 5c; Oz. 10c.

BLOOMSDALE, SAVOY LEAVED. One of the best early varieties.

VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves.

"KING OF DENMARK." Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled.

For Larger Lots See Page 62

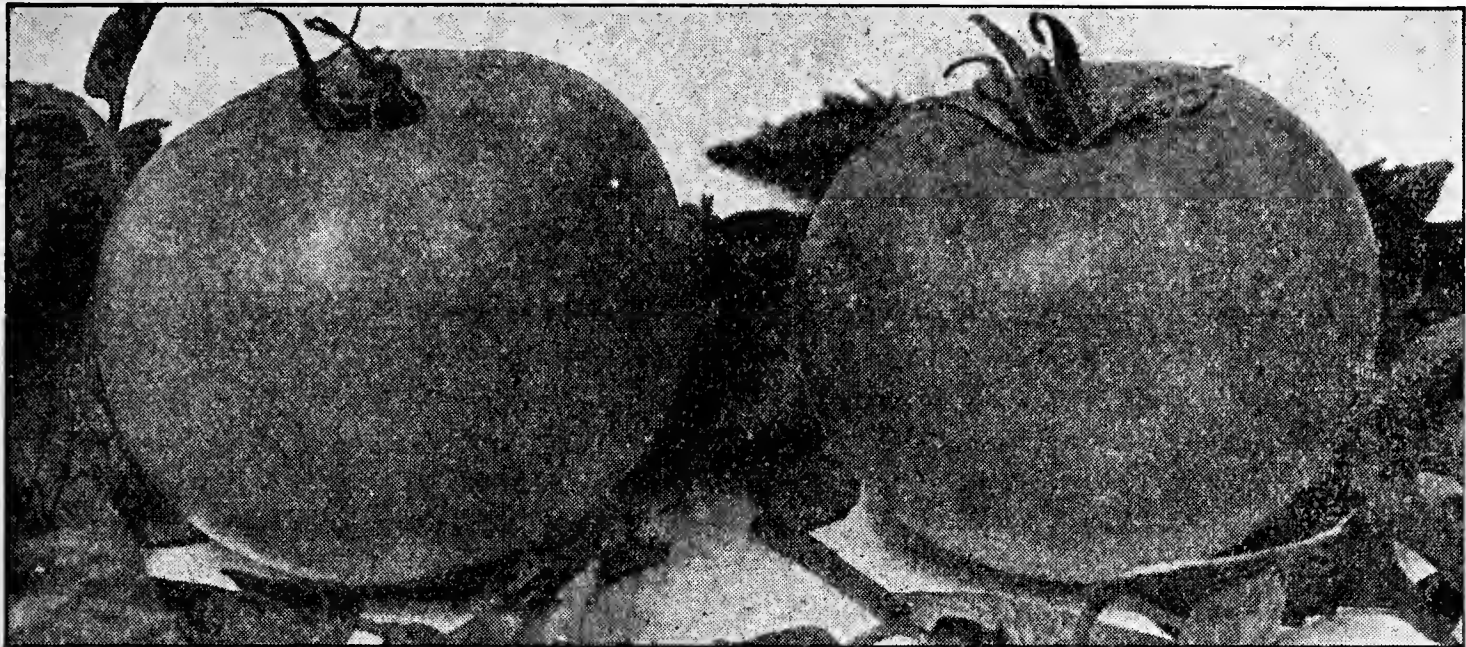
Swiss Chard, Prepaid



SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful and useful vegetable. Large pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 35c; lb. \$1.00, prepaid.

Select Tomatoes for Home and Market, Prepaid

Culture: Sow the seed in boxes in the house or in hotbed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm to start it.** (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants. Set plants deep in garden or field, about 3 feet apart.



The New "Penn State" Tomato—Early, Immense Yields

The New "Penn State" You will read much about this new Tomato in magazines this season. Originated by Dr. Myers at the Pennsylvania State College and Experiment Station.

Very compact growth, due to self-pruning habit, which makes close planting possible. **Its fruit is formed in clusters**, and are evenly colored a rich scarlet, free from blemishes. Foliage covers fruit well. **The shape is almost spherical**, the "meat" dark red, with very little core. Few seeds. Very early. Yield heavy. **Seed grown on the Pennsylvania State College Farms**, under personal supervision of the originator, Dr. Myers. (Pkt. 10c) (3 Pkts. 25c) (1/4 oz. 60c) (1/2 oz. \$1.00) (2 oz. \$3.50) (1/4 lb. \$6.00.)

Earliana Is somewhat small, but earliest of all. Pkt. 5c; 1/2 oz. 20c; oz. 35c; 1/4 lb. 90c; lb. \$3.50.

Earliana (Special strain.) Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; 1/2 oz. 30c; oz. 50c; 1/4 lb. \$1.50.

Bonny Best Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; 1/2 oz. 20c; oz. 35c; 1/4 lb. \$1.00; lb. \$3.50.

Chalk's Early Jewel Deeper red than Earliana, larger and very good. Pkt. 5c; 1/2 oz. 25c; oz. 35c; 1/4 lb. \$1.00; lb. \$3.50.

Livingston's Beauty Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 10c; 1/2 oz. 25c; oz. 40c; 1/4 lb. \$1.20; lb. \$3.90.

Ponderosa Largest of all tomatoes, sometimes rough. Pkt. 10c; 1/2 oz. 30c; oz. 50c; 1/4 lb. \$1.50.

John Baer Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; 1/2 oz. 20c; oz. 35c; 1/4 lb. \$1.00; lb. \$3.50.

Marglobe Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Pkt. 10c; 1/2 oz. 25c; oz. 45c; 1/4 lb. \$1.40.

Early Red Head A "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the season. Pkt. 10c; 1/2 oz. 25c; oz. 45c; 1/4 lb. \$1.40.

John Baer (Special strain.) Result of years' selecting to obtain earliest and best fruits of this variety. Pkt. 10c; 1/2 oz. 30c; oz. 50c; 1/4 lb. \$1.50.

Yellow Pear Small pear-shaped tomato for preserving. Pkt. 5c; 1/2 oz. 25c; oz. 45c; 1/4 lb. \$1.20.

Ground Cherry (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; 1/2 oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.

LONG'S Turnips, Prepaid

Culture: Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

EARLY SNOWBALL. Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat.

EXTRA EARLY WHITE MILAN. Similar to Purple Top Milan, but pure white.

All Turnip Seed: LARGE PKT. 5c; Oz. 10c

WHITE EGG. Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

AMBER GLOBE. Same shape as White Egg but color nearly yellow.

For Larger Lots See Page 62

LONG'S Larger Lots at Lower Prices

This page for Market Gardeners and others who buy in larger lots than priced in preceding pages.

NOTE CAREFULLY: All seeds offered on this page are priced prepaid, **EXCEPT** Beans, Corn and Peas.

The easiest way to take care of the sending cost on Beans, Corn and Peas is to have these shipped by express, you pay express on arrival. If quantity less than 10 lbs., it may be cheaper by parcel post.

If sent by parcel post, we will send C. O. D. for the postage on Beans, Peas and Corn. So do not send money for express or postage on seeds priced not prepaid. Pay carrying charges at your end of the line.

Seeds take a special **SECOND CLASS RATE BY EXPRESS**, so that for long distances, and packages weighing around 10 lbs. or more, express is often cheaper than parcel post. (Less than 100 lbs. seldom economical shipment by freight.)

Beans—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
BRITTLE WAX.....	\$1.20	\$ 2.00	\$ 4.00
B. STR. GREEN POD....	1.00	1.80	3.50
COLO. CREAM BUTTER..	1.20	2.10
GOLDEN WAX.....	1.00	1.80	3.50
HENDERSON LIMA.....	1.10	2.00	4.25
KENTUCKY WONDER..	1.20	2.00	4.00

Sweet Corn—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALL VARIETIES.....	\$1.10	\$ 2.00	\$ 4.50

Peas—Not Prepaid

	5 lbs.	10 lbs.	25 lbs.
ALASKA	\$ 0.90	\$ 1.70	\$ 3.80
ALDERMAN	1.20	2.10	4.40
AMEER	1.00	1.80	4.00
BLUE BANTAM.....	1.10	2.00	4.00
DWARF TELEPHONE..	1.10	2.00	4.00
EVERBEARING	1.10	2.00	4.00
LAXTONIAN	1.10	2.00	4.00
LITTLE MARVEL.....	1.20	2.10	4.40
STRIDAH	1.20	2.10	4.40

Beets—Prepaid

	¼ lb.	1 lb.	5 lbs.
CROSBY'S EGYPTIAN..	\$.25	\$.80	\$ 3.50
DETROIT DARK RED...	.30	.90	4.00
EARLY ECLIPSE.....	.25	.80	3.50
EARLY WONDER.....	.35	.90	4.00

Cabbage—Prepaid

	¼ lb.	1 lb.	5 lbs.
BABY HEAD.....	\$.80	\$ 2.50
COPENHAGEN MARKET	.60	1.80	8.00
DANISH ROUND HEAD..	.60	1.80	8.00
GOLDEN ACRE.....	.80	2.40	10.00
OTHER VARIETIES....	.50	1.60	7.00

Cabbage Seed in Sealed Bags

This season we have two of the most popular and best money making varieties of cabbage seed put up in sealed bags by our Denmark growers.

Danish Round Head Special stock of this favorite main crop Cabbage. Prices: ½ lb. \$1.20; 1 lb. \$2.10; 2 lbs. \$4.00; 3 lbs. \$5.70; 5 lbs. \$9.00, prepaid.

Golden Acre Exceedingly early round head type. A money maker. Special Danish grown seed. ½ lb. \$1.80; 1 lb. \$3.30; 2 lbs. \$6.00, prepaid.

Carrots—Prepaid

	¼ lb.	1 lb.	5 lbs.
CHANTENAY	\$.30	\$.80	\$ 3.50
CHANTENAY (Red Cored).....	.35	1.00	4.00
DANVERS30	.80	3.50
MORSE'S BUNCHING...	.35	1.00	4.00
NANTES35	1.00	4.00
OXHEART30	.80	3.50

Cucumbers—Prepaid

	¼ lb.	1 lb.	5 lbs.
IMP. LONG GREEN	\$.35	\$ 1.00	\$ 4.50
LONG'S "5 L".....	.60	1.80
OTHER VARIETIES....	.30	.90	4.00

Lettuce—Prepaid

	¼ lb.	1 lb.	5 lbs.
MIGNONETTE	\$.40	\$ 1.20
NEW YORK.....	.45	1.40	6.00
OTHER VARIETIES....	.30	.90	4.00

Muskmelon—Prepaid

	¼ lb.	1 lb.	5 lbs.
GREELEY WONDER....	\$.30	\$.90	\$ 4.00
HALE'S BEST.....	.30	1.00	4.50
MILWAUKEE MARKET.	.40	1.40	6.00
OTHER VARIETIES....	.25	.80	3.50

Water Melon—Prepaid

	¼ lb.	1 lb.	5 lbs.
KLONDIKE	\$.35	\$ 1.00	\$ 4.50
STONE MOUNTAIN....	.30	.90	4.00
OTHER VARIETIES....	.25	.75	3.50

Onion—Prepaid

	¼ lb.	1 lb.	5 lbs.
MT. DANVERS IMP.....	\$.70	\$ 2.20	\$10.00
SO. RED GLOBE.....	.70	2.40	11.00
SWEET SPANISH70	2.20	10.00
EARLY BARLETTA.....	.60	1.90	9.00
WHITE GLOBE75	2.50	12.00
WHITE SILVERSKIN70	2.20	10.00
WHITE SPANISH.....	1.25	4.00	18.00
YELLOW GLOBE DANVERS80	2.80	13.00
SO. YELLOW GLOBE....	.70	2.40	11.00

Pumpkin—Prepaid

	¼ lb.	1 lb.	5 lbs.
FIELD	\$.25	\$.50	\$ 2.40
KING OF MAMMOTH...	.30	.90	4.00
SUGAR25	.60	2.50

Radishes—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$.25	\$.70	\$ 3.00

Spinach—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$.15	\$.35	\$ 1.50

Squash—Prepaid

	¼ lb.	1 lb.	5 lbs.
GIANT CROOKNECKED..	\$.25	\$.80	\$ 3.50
WHITE BUSH SCALLOPED25	.80	3.50
OTHER VARIETIES....	.30	.90	4.00

Turnip—Prepaid

	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$.25	\$.70	\$ 3.00

FROM

STREET

P. O. BOX

R. F. D. NO.

CITY

STATE

PARK

A

STAMP

HERE

THE J. D. LONG SEED COMPANY

BOULDER,

COLORADO

U. S. A.

Thank You - J.S.

Business Terms—

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or ¼ cash, balance C. O. D. Please do not ask for any other terms. Money orders preferred. Your check accepted, but please do not send checks for small amounts if you can conveniently remit otherwise.

Banks now charge for collecting checks. We don't require you to stand this expense yourself, but will appreciate it if you use Money Orders for amounts of \$5.00 or less. Silver coins or stamps for odd change less than \$1.00.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection. Note we require ¼ down payment on C. O. D. orders.

Goods priced prepaid will be sent by parcel post or express, our option. If you specify a

certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait. (Seeds are usually shipped same day order is received.)

I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.

NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

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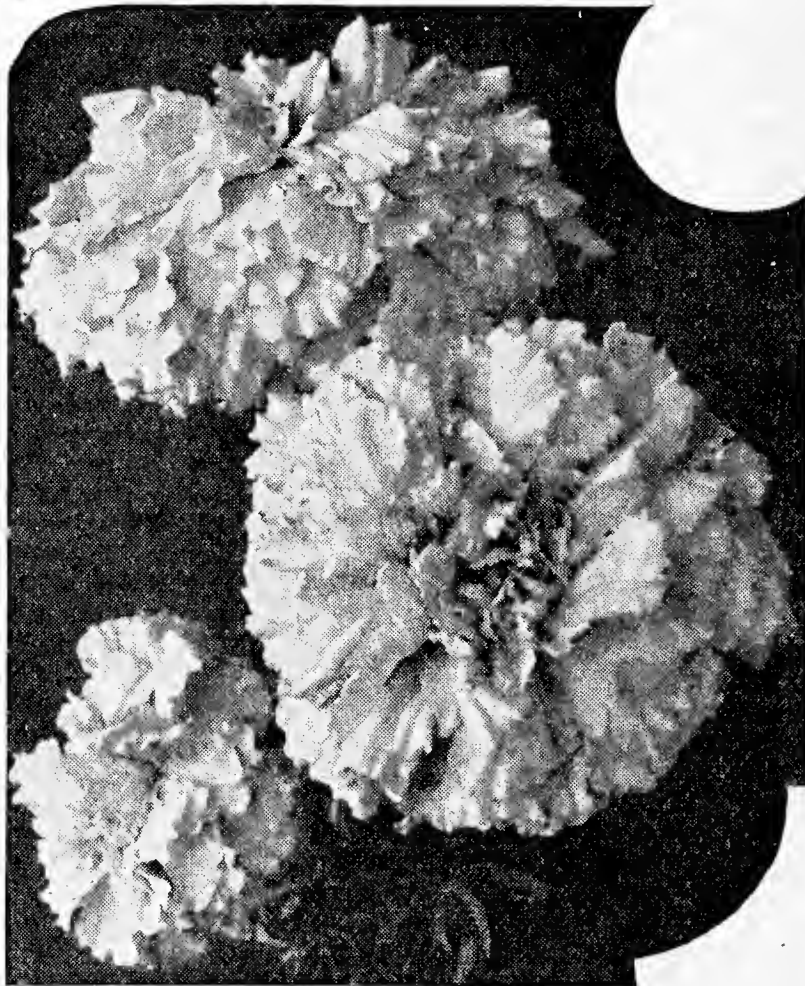
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**Marigold
"Guinea Gold"**

Marigold Yellow Supreme

**Gold Medal Winner
1935 All-America Se-
lections.** Heralded as
a companion to the
popular Guinea Gold,
Yellow Supreme does
in many respects re-
semble it. Like Guinea
Gold, it is very free
flowering, compact
and somewhat pyra-
midal in habit, two to
two and a half feet
tall, bearing loosely
ruffled, carnation
flowered blossoms.
The color is a creamy
lemon yellow, and the
flowers are somewhat
larger than Guinea
Gold. The character-
istic Marigold odor is
almost entirely lack-
ing, adding greatly to
its usefulness for cut-
ting and garden use.
Pkt. 15c; 1/8 oz. 40c.



**Marigold
Yellow Supreme**

Tall Marigolds

AFRICAN ORANGE, ALL-DOUBLE. F05 1/2.
Plants about 30 inches, bloom profusely from
early summer until hard frosts. Practically
100 per cent double. And such large, rich,
orange blooms! Pkt. 15c; 2 pkts. 25c; 1/8 oz.
35c.

ORANGE PRINCE. F05. Deep golden orange.
Immense blossoms. Pkt. 10c; 1/4 oz. 40c.

LEMON QUEEN. F06. Equal to Orange Prince
but a soft lemon yellow. Pkt. 10c; 1/4 oz. 40c.

TALL MIXED. F68. Long's Special Mixture.
Pkt. 10c; 1/4 oz. 25c.

THE J. D. LONG SEED COMPANY
BOULDER, COLORADO

New Carnation-Flowered Marigold "Guinea Gold"

New Type, New Color.

Plants, about 3 ft., almost literally covered
with blossoms, 2 1/2 in. across, double and
semi-double, loosely ruffled.

Color, brilliant golden orange, a favorite with
florists and flower fans.

Stems are strong and of good length for cut-
ting. Keeps well when cut.

Prices: Pkt. 10c; 1/8 oz. 25c; 1/4 oz. 40c; 1/2 oz.
70c.

New French Tall Double Marigold, "Royal Scot"

The large, well-formed, double flowers are
produced in abundance on plants from 24 to 30
inches in height. The color is a charming
combination of mahogany and gold in symmet-
rical stripes which radiate from the center of
the flower. Pkt. 15c.

**DWARF MARI-
GOLDS LISTED ON
PAGE 44.**

*Marigolds,
especially
Yellow
Supreme,
and
Harmony,
(See page 44)
are very
popular.
Easy to
grow and
last a long
time when
cut.*

**Below
Tall Marigold
African Orange**

